

## CURRICULUM VITAE

### **SHELLY RODGERS, PH.D.**

Strategic Communication Faculty  
Missouri School of Journalism  
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## EDUCATION

Ph.D., Journalism, University of Missouri, Columbia, Mo. (2000)  
M.A., Journalism, University of Arizona, Tucson, Ariz. (1997)  
M.A., Communication, University of California, Davis, Calif. (1993)  
B.S., Business Administration Major, Marketing Minor, Union College, Lincoln, Neb. (1988)  
A.S., Business Administration, Accounting Emphasis, Union College, Lincoln, Neb. (1986)

## SUMMARY

**Professor**, Strategic Communication, Missouri School of Journalism  
**Maxine Wilson Gregory Chair in Journalism Research**, Missouri School of Journalism  
**Outgoing Editor-in-Chief**, *Journal of Advertising*, 2-year IF: 6.53, 5-year IF: 9.72  
**Affiliate Faculty**, Department of Communication, University of Missouri  
**Affiliate Faculty**, Master of Public Health, School of Health Professions, University of Missouri  
**Executive Advisory Board**, American Academy of Advertising  
**Senior Advisory Board**, *Journal of Advertising*, *Journal of Interactive Advertising*, and  
*Psychology and Marketing*  
**Editorial Board Member**, *Journal of Interactive Advertising*, *Journal of Current Issues and Research in Advertising*, *Journal of Advertising Education*, and *Journal of Applied Communication Research*

**Research Interests:** Health Communication and New Technology; Psychological Processing of Digital Health and Advertising Messages; Narrative Health Messaging; User-Generated Content and Electronic Word-of-Mouth; Artificial Intelligence and Advertising; Segmentation Analysis

## ACADEMIC EMPLOYMENT

**Maxine Wilson Gregory Chair in Journalism Research**, Strategic Communication, School of Journalism, University of Missouri (August 2021-Present)

**Professor**, Strategic Communication, School of Journalism, University of Missouri (August 2013-Present)

**Molly Phelps Bean Fellow**, Strategic Communication, School of Journalism, University of Missouri (Spring 2020-Fall 2021)

**Affiliate Faculty**, Department of Communication, University of Missouri (2017-Present)

**Affiliate Faculty**, Master of Public Health, School of Health Professions, University of Missouri (2019-Present)

**Senior Research Advisor**, Health Communication Research Center, School of Journalism, University of Missouri (2014-2021)

**Director of Research**, Health Communication Research Center, School of Journalism, University of Missouri (2004-2014)

**Associate Professor**, Strategic Communication, School of Journalism, University of Missouri (August 2006-2013)

**Adjunct Faculty**, P.I. Reed School of Journalism, West Virginia University (online undergraduate program), Morgantown, Wv. (Summer 2011)

**Adjunct Faculty**, School of Public Health, Saint Louis University, St. Louis, Mo. (2005-2007)

**Assistant Professor**, Strategic Communication, School of Journalism, University of Missouri-Columbia (August 2003-August 2006)

**Assistant Professor**, Strategic Communication, School of Journalism and Mass Communication, University of Minnesota (August 2000-May 2003)

### **PROFESSIONAL AFFILIATIONS**

American Academy of Advertising  
American Advertising Federation  
Association for Education in Journalism and Mass Communication  
ICORIA European Advertising Academy  
International Communication Association

### **RESEARCH IMPACT**

Citations: 6,085; h-index: 31, i10-index: 49 (source: Google Scholar as of 1/18/2023)

Top 5 most cited article on community advertising (Rodgers and Harris, 2003) in *Journal of Advertising Research* (Source: *Journal of Advertising*, Volume 51, Issue, 1, 2022)

Top 30 most read article of all time (Rodgers and E. Thorson, 2000) in *Journal of Interactive Advertising* (Source: *Journal of Interactive Advertising* website, September 2022)

Top 10 most cited article (K. Thorson and Rodgers, 2006) and top 30 most cited article (Rodgers and E. Thorson, 2000) of all time in *Journal of Interactive Advertising* (Source: *Journal of Interactive Advertising* website, September 2022)

1<sup>st</sup> Most productive scholar in the field of internet advertising (Source: *Journal of Advertising*, 2006)

5<sup>th</sup> Most productive scholar in the fields of internet advertising research, marketing, and communication (Source: *Journal of Advertising*, 2006)

9<sup>th</sup> Most cited scholar in internet-related research in all leading journals in marketing, advertising and communication combined and 15<sup>th</sup> most cited journal article on internet advertising

(Source: *Journal of Advertising*, 2008)

17<sup>th</sup> Most productive advertising researcher in the American Academy of Advertising among 290 journals (Source: *American Academy of Advertising Proceedings*, 2010)

32<sup>nd</sup> Most productive advertising scholar (out of 987) in top three U.S. journals (Source: *Journal of Advertising*, 2008)

## **RESEARCH AND PUBLICATIONS**

### **A. SCHOLARLY JOURNAL ARTICLES AND EDITORIALS**

#### **ARTICLES PUBLISHED / IN PRESS**

Rodgers, Shelly (2022), "Reflections on My Editorship of the *Journal of Advertising*," 51 (5), Forthcoming.

Rodgers, Shelly (2022), "Celebrating 50 Years of the *Journal of Advertising* and Beyond," *Journal of Advertising*, 51 (5), 1-4. Forthcoming.

Rodgers, Shelly (2022), "Reflections on Professionalism and Human Touch - A Tribute," *Journal of Advertising*, 51(3), 1-4. DOI: 10.1080/00913367.2022.2087976.

Rodgers, Shelly (2022), "Past, Present, and Future of the *Journal of Advertising*," *Journal of Advertising*, 51 (2), 1-3. DOI: 10.1080/00913367.2022.2073147.

Rodgers, Shelly (2022), "What a Difference 50 Years Makes!" *Journal of Advertising*, 51 (1), 1-3. DOI: 10.1080/00913367.2022.2051941.

Rodgers, Shelly, and Weilu Zhang (2022), "Evaluating Reliability of Google Scholar, Scopus, and Web of Science: A Study of Faculty in U.S. Advertising and Public Relations Programs," *Journalism & Mass Communication Educator*, 77 (3), 292-307.

Rodgers, Shelly, and Evgeniia Belobrovkina (2021), "Using Photovoice Research for Advertising Theory," special issue "Let Me Explain! Unexpected Findings & Unexpected Methods in Advertising Research," *Journal of Current Issues in Research and Advertising*, 43 (2), 137-154. DOI: 10.1080/10641734.2021.1945981.

Bhandari, Manu, Shelly Rodgers, and Po-lin Pan (2021), "Brand Feedback to Negative eWOM Messages: Effects of Stability and Controllability of Problem Causes on Brand Attitudes and Purchase Intentions," *Telematics and Informatics*, 58 (May). DOI: 10.1016/j.tele.2020.101522.

Rodgers, Shelly (2021), "How to Get Published in the *Journal of Advertising*: Tips from the Inside," *Journal of Advertising*, 50 (2), 1-2. DOI: 10.1080/00913367.2021.1898918.

Rodgers, Shelly (2021), "Themed Issue Introduction: Promises and Perils of Artificial Intelligence and Advertising," *Journal of Advertising*, 50 (1), 1-10. DOI: 10.1080/00913367.2020.1868233.

Akin, Heather, Shelly Rodgers, and Jack Schultz (2021), "Science Communication Training as Information Seeking and Processing: A Theoretical Approach to Training Early-Career Scientists," Journal of Science Communication, 20 (5), 1-19. DOI: 10.22323/2.20050206.

Rodgers, Shelly, and Jon Stemmler (2020), "Are 'Well Told' Stories of Cancer Worn Out? Insights on Persuasion Characteristics Used in Cancer Narrative PSAs," Journal of Current Issues and Research in Advertising, 41 (3), 257-283. DOI: 10.1080/10641734.2019.1641447.

Rodgers, Shelly, Ze Wang, and Jack C. Schultz (2020), "A Scale to Measure Science Communication Training Effectiveness (SCTE)," Science Communication, 42 (1), 90-111. DOI: 10.1177/1075547020903057.

Rodgers, Shelly, (2020), "Editorial: What Comes Next?" Journal of Advertising, 49 (1), 1-2. DOI: 10.1080/00913367.2020.1712131.

Luisi, Monique, Shelly Rodgers, and Jack Schultz (2019), "Experientially Learning How to Communicate Science Effectively: A Case Study on Decoding Science," Journal of Research in Science Teaching, 56 (8), 1135-1152. DOI: 10.1002/tea.21554.

Rodgers, Shelly (2019), "Why We Need Better Measures of Research Impact in Advertising: Considerations for Best Practices to Expand Research's Reach," Journal of Advertising Research 58 (4), 385-389. DOI: 10.2501/JAR-2018-045

Rodgers, Shelly (2018), "What's in a name? The Difference is Strategic Communication," Journal of Advertising Education, 22 (2), 120-132. DOI: 10.1177/1098048218807140.

Rodgers, Shelly, and Esther Thorson (2018). "Themed Issue Introduction: Digital Engagement with Advertising," Journal of Advertising, 47 (1), 1-3. DOI: 10.1080/00913367.2017.1414003.

Rodgers, Shelly, Ze Wang, Melissa Maras, Suzanne Burgoyne, Bimal Balakrishnan, Jon Stemmler, and Jack C. Schultz (2018), "Decoding Science: Development and Evaluation of a Science Communication Training Program Using a Triangulated Framework," Science Communication, 40 (1), 3-32. DOI: 10.1177/1075547017747285.

Bhandari, Manu, and Shelly Rodgers (2018), "What Does the Brand Say? Effects of Brand Feedback to Negative eWOM on Brand Trust and Purchase Intentions," International Journal of Advertising, special issue on eWOM, 37 (1), 125-141. DOI: 10.1080/02650487.2017.1349030.

Stanfield, Kellie, and Shelly Rodgers (2018), "A Multi-Year Study of Tobacco Control in Newspaper Editorials Using Community Characteristic Data and Content Analysis Findings," Health Communication, 33 (7), 842-850. DOI: 10.1080/10410236.2017.1315679.

Bhandari, Manu, and Shelly Rodgers (2017), "Effects of Brand Feedback on Attitude Toward the Product," Southwestern Mass Communication Journal, special issue, 32 (2), 1-9. Retrieved from <http://swecjmc.wp.txstate.edu>.

Park, Hyojung, Shelly Rodgers, Jane McElroy, and Kevin Everett (2017), "Sexual and Gender Minority's Social Media User Characteristics: Examining Preferred Health Information," Health Marketing Quarterly, 35 (1), 1-17. DOI: 10.1080/07359683.2017.1310553.

Shoenberger, Heather, and Shelly Rodgers (2017), "Perceived Health Reporting Knowledge and News Gathering Practices of Health Journalists and Editors at Community Newspapers," Journal of Health Communication, 22 (3), 205-213. DOI: 10.1080/10810730.2016.1266715.

Wang, Ye, Shelly Rodgers, Zongyuan Wang, and Esther Thorson (2016), "A Seventeen-Year Study of Graduate Student Authorship in Advertising Journals," Journalism & Mass Communication Educator, 71 (1), 69-83. DOI: 10.1177/1077695815570036.

Eckler, Petya, Shelly Rodgers, and Kevin Everett (2016), "Characteristics of Community Newspaper Coverage of Tobacco Control and Its Relationship to the Passage of Tobacco Ordinances," Journal of Community Health, 41 (5), 953-961. DOI 10.1007/s10900-016-0176-8.

Young, Rachel, Erin Willis, Jon Stemmle, and Shelly Rodgers (2015), "Localized Health News Releases and Community Newspapers: A Method for Rural Health Promotion," Health Promotion Practice, 16 (4), 492-500. DOI: 10.1177/1524839915580538.

Willis, Erin, Chang Dae Ham, and Shelly Rodgers (2014), "Ethnic, Mainstream Papers Differ on Health Reporting," Newspaper Research Journal, 35 (4), 21-39.

Willis, Erin, Erin Schauster, Shelly Rodgers, and Kevin Everett (2014), "Newspaper Tobacco Advertising Focuses on Cessation," Newspaper Research Journal, 35 (2), 70-84.

Wang, Ye, Erin Willis, and Shelly Rodgers (2014), "Consumer Insights from Peer-to-Peer Communication in an Online Health Community of Weight Management," Journal of Consumer Health on the Internet, 18 (2), 143-156. DOI:10.1080/15398285.2014.902273.

Swanger, William, and Shelly Rodgers (December 2013), "Revisiting Fund-Raising Encroachment of Public Relations in Light of the Theory of Donor Relations," Public Relations Review, 39 (5), 566-568. DOI: 10.1016/j.pubrev.2013.04.005.

Wang, Ye, and Shelly Rodgers (2013), "Reporting on Health to Ethnic Populations: A Content Analysis of Local Health News in Ethnic Versus Mainstream Newspapers," Howard Journal of Communications, 24 (3), 257-274. DOI: 10.1080/10646175.2013.805991.

Park, HyoJung, Shelly Rodgers, and Jon Stemmle (2013), "Analyzing Health Organizations' Use of Twitter for Promoting Health Literacy," Journal of Health Communication, 18 (4), 410-425.

Park, HyoJung, Shelly Rodgers, and Jon Stemmle (2011), "Health Organizations' Use of Facebook for Health Advertising and Promotion," Journal of Interactive Advertising (special issue on social media), 12 (1), 62-77.

Cohen, Elisia L., Charlene Caburnay, and Shelly Rodgers (2011), "Alcohol and Tobacco Advertising in Black and General Audience Newspapers: Targeting with Message Cues?" Journal of Health Communication, 16 (6), 566-582.

Young, Rachel, Saleem Alhabash, Shelly Rodgers, and Jon Stemmle (2011), "Newspaper Journalists and Public Health Professionals: Building the Health News Agenda in Community Newspapers," Journal of Management and Marketing in Healthcare, 4 (3), 148-158.

Lee, Mira, Shelly Rodgers, and Mikyoung Kim (2009), "Effects of Valence and Extremity of eWOM on Attitude toward the Brand and Website," Journal of Current Issues & Research in

Advertising, 31 (2), 1-11.

Chen, Qimei, Shelly Rodgers, and Yi He (2008), "A Critical Review of the e-Satisfaction Literature," American Behavioral Scientist, 52 (1), 38-59.

Cohen, Elisia L., Charlene A. Caburnay, Douglas A. Luke, Shelly Rodgers, Glen T. Cameron, and Matthew W. Kreuter (2008), "Cancer Coverage in General-Audience and Black Newspapers," Health Communication, 23 (5), 427-435.

Rodgers, Shelly, Qimei Chen, Ye Wang, Ruth Rettie, and Frank Alpert (2007), "The Web Motivation Inventory: Replication, Extension and Application to Internet Advertising," International Journal of Advertising, 26 (4), 447-476.

Rodgers, Shelly (2007), "Effects of Sponsorship Congruity on e-Sponsors and e-Newspapers," Journalism & Mass Communication Quarterly, 84 (1), 24-39.

Rodgers, Shelly, and Jiyang Bae (2007), "Stigmatizing Effects of Prosocial Alcohol and Tobacco eSponsorships," Social Marketing Quarterly, 13 (1), 1-17.

Rodgers, Shelly, Qimei Chen, Margaret Duffy, and Kenneth Fleming (2007), "Media Usage as Health Segmentation Variables," Journal of Health Communication, 12 (2), 105-119.

Rodgers, Shelly, Linda Jean Kenix, and Esther Thorson (2007), "Stereotypical Portrayals of Emotionality in News Photographs," Mass Communication & Society, 10 (1), 119-138.

Everett, Kevin D., Daniel R. Longo, Shelly Rodgers, Linda Bullock, Isabella Zaniletti, and John Hewett (2006), "Community Support for Clean Indoor Air Policies in Mid-Missouri," Missouri Medicine, 103 (6), 599-600.

Chen, Qimei, and Shelly Rodgers (2006), "Development of an Instrument to Measure Web Site Personality," Journal of Interactive Advertising, 7 (1), 47-64.

Thorson, Kjerstin, and Shelly Rodgers (2006), "Relationships Between Blogs as eWOM, Interactivity, Perceived Interactivity and Parasocial Interaction," Journal of Interactive Advertising, 6 (2), 39-50.

Chen, Qimei, Shelly Rodgers, and William D. Wells (2006), "Telethnography Proves Itself Legitimate," Marketing News, 40 (2), 62-64.

Chen, Qimei, Shelly Rodgers, and William D. Wells (2005), "Learning from Pop Culture: A Study Comparing Actual and Fictional Cell Phone Users Validates the New Research Method of Telethnography," Marketing Research, 17 (4), 26-31.

Rodgers, Shelly, Yan Jin, Ruth Rettie, Frank Alpert, and Doyle Yoon (Fall 2005), "Internet Motives of Users in the United States, United Kingdom, Australia, and Korea: A Cross-Cultural Replication of the WMI," Journal of Interactive Advertising, 6 (1), 79-89.

Rodgers, Shelly, and Qimei Chen (2005), "Internet Community Group Participation: Psychosocial Benefits for Women with Breast Cancer," Journal of Computer Mediated Communication, 10 (4), online at <http://onlinelibrary.wiley.com/doi/10.1111/j.1083-6101.2005.tb00268.x/full>. DOI: 10.1111/j.1083-6101.2005.tb00268.x

Rodgers, Shelly, Yan Jin, Yoohyeung Choi, Wanda Siu, and Ann M. Brill (2005), "House Ads in Print Editions Promote E-Newspapers," Newspaper Research Journal, 26 (2/3), 95-112.

Rodgers, Shelly, Glen T. Cameron, and Ann M. Brill (2005), "Ad Placement in E-newspapers Affects Memory, Attitude," Newspaper Research Journal, 26 (1), 16-27.

Len-Rios, Maria, Shelly Rodgers, Esther Thorson, and Doyle Yoon (2005), "Representation of Women in News and Photos: Comparing Content to Perceptions," Journal of Communication, 55 (1), 152-168.

Qimei Chen, Shelly Rodgers, and William D. Wells (2004), "Better than Sex: A Gender Scale for Market Segmentation," Marketing Research, 16 (4), 16-21.

Rodgers, Shelly (2003), "The Effects of Sponsor Relevance on Consumer Reactions to Internet Sponsorships," Journal of Advertising, 32 (4), 66-76.

Rodgers, Shelly, and Esther Thorson (2003), "A Socialization Perspective on Male and Female Reporting," Journal of Communication, 53 (4), 658-675.

Rodgers, Shelly, and Mary Ann Harris (2003), "Gender and E-commerce: An Exploratory Study," Journal of Advertising Research, 43 (3), 1-8.

Rodgers, Shelly (2002), "The Interactive Advertising Model Tested: The Role of Motives in Ad Processing," Journal of Interactive Advertising, 2 (2), 22-33.

Rodgers, Shelly, and Qimei Chen (2002), "Post-Adoption Attitudes to Advertising on the Internet," Journal of Advertising Research, 42 (5), 95-104.

Rodgers, Shelly, and Kennon M. Sheldon (2002), "An Improved Way to Characterize Internet Users," Journal of Advertising Research, 42 (5), 85-94.

Rodgers, Shelly, and Esther Thorson (2001), "The Reporting of Crime and Violence in the Los Angeles Times: Is There a Public Health Perspective?" Journal of Health Communication, 6 (2), 169-182. Commentary by J. Gregory Payne, 189-192.

Rodgers, Shelly, and Esther Thorson (2000), "The Interactive Advertising Model: How People Perceive and Process Interactive Ads," Journal of Interactive Advertising, 1 (1), 42-61.

Rodgers, Shelly, Esther Thorson, and Michael Antecol (2000), "'Reality' in the St. Louis Post-Dispatch," Newspaper Research Journal, 21 (3), 51-68.

Rodgers, Shelly, and Esther Thorson (2000), "'Fixing' Stereotypes in News Photos: A Synergistic Approach with the Los Angeles Times," Visual Communication Quarterly, 55 (Summer), 8-11.

## **B. SCHOLARLY THEMED OR SPECIAL ISSUE JOURNALS**

Rodgers, Shelly (2021) (Editor), Themed issue on "Promises and Perils of Artificial Intelligence and Advertising," Journal of Advertising, 50 (1), 1-10. DOI: 10.1080/00913367.2020.1868233.

Rodgers, Shelly, and Esther Thorson (Co-Editors) (2018), Special issue on "Digital Engagement with Advertising," Journal of Advertising, 47 (1), 4-95. Available online: <https://www.tandfonline.com/toc/ujoa20/current>

### **C. PUBLISHED OR IN PRESS BOOKS AND BOOK CHAPTERS**

Rodgers, Shelly, and Esther Thorson (2020), co-editors, Digital Advertising Theory and Research, (3rd edition), New York and London: Routledge, Taylor & Francis Group.

Rodgers, Shelly, and Esther Thorson (2019), co-editors, Advertising Theory (2<sup>nd</sup> edition), New York and London: Routledge, Taylor & Francis Group.

Thorson, Esther, and Shelly Rodgers (2019), "Advertising", Chapter 15, in Donald W. Stacks, Michael B. Salwen, and Kristen C. Eichhorn (Eds.), An Integrated Approach to Communication Theory and Research, 3<sup>rd</sup> edition. New York and London: Routledge, Taylor & Francis Group.

Thorson, Esther, and Shelly Rodgers (2019), "Advertising Theory in the Digital Age," Chapter 1 in Shelly Rodgers and Esther Thorson (Eds.), Advertising Theory (2<sup>nd</sup> edition), New York and London: Routledge, Taylor & Francis Group.

Bhandari, Manu, and Shelly Rodgers (2019), "What Does the Brand Say? Effects of Brand Feedback to Negative eWOM on Brand Trust and Purchase Intentions," Chapter 8 in Shu-Chuan Chu, Juran Kim, and Charles R. Taylor (Eds.), Electronic Word of Mouth as a Promotional Technique: New Insights from Social Media, London and New York: Routledge, Taylor & Francis Group.

Rodgers, Shelly, and Esther Thorson (2017), co-editors, Digital Advertising: Theory and Research (3<sup>rd</sup> edition), New York: Routledge, Taylor & Francis Group.

Rodgers, Shelly, Sifan Ouyang, and Esther Thorson (2017), "Revisiting the Interactive Advertising Model (IAM) after 15 Years: An Analysis of Impact and Implications," Chapter 1, in Shelly Rodgers and Esther Thorson (Eds.), Digital Advertising: Theory and Research, 3<sup>rd</sup> Ed., New York and London: Routledge, Taylor & Francis Group (pp. 1-18).

Thorson, Esther, and Shelly Rodgers (2017), "Network Advertising Model (NAM)," Chapter 2, in Shelly Rodgers and Esther Thorson (Eds.), Digital Advertising: Theory and Research, 3<sup>rd</sup> Ed., New York and London: Routledge, Taylor & Francis Group (pp. 19-30).

Tham, Samuel, Shelly Rodgers, and Esther Thorson (2017), "Trends and Opportunities for Digital Advertising Research: A Content Analysis of *Advertising Age*, 2000-2015," Chapter 3, in Shelly Rodgers and Esther Thorson (Eds.), Digital Advertising: Theory and Research, 3<sup>rd</sup> Ed., New York and London: Routledge, Taylor & Francis Group (pp. 31-44).

Bhandari, Manu, and Shelly Rodgers (2016), "Electronic Word-of-Mouth and User-Generated Content: Past, Present and Future," Chapter 8, Volume 1 *Traditional Advertising Transformed*, in Ruth E. Brown, Valerie K. Jones, and Ming Wang (Eds.), The New Advertising: Branding, Content and Consumer Relationships in the Data-Driven Social Media Era, Santa Barbara, CA: Praeger/ABC Clio (pp. 175-201).



Eckler, Petya, and Shelly Rodgers (December 2013), "Viral Advertising: A Conceptualization," Chapter 10, in Hong Cheng (Ed.), The Handbook of International Advertising Research, John Wiley & Sons, Inc. (pp. 184-202).

Rodgers, Shelly, and Esther Thorson (2012), co-editors, Advertising Theory, New York and London: Routledge, Taylor & Francis Group.

Thorson, Esther, and Shelly Rodgers (2012), "A Theory of Advertising as a Field," in Shelly Rodgers and Esther Thorson (Eds.), Advertising Theory, Chapter 1. New York and London: Routledge, Taylor & Francis Group (pp. 3-17).

Willis, Erin, Ye Wang, and Shelly Rodgers (2011), "Online Health Communities and Health Literacy: Applying a Framework for Understanding Domains of Health Literacy," Chapter 13, in Åsa Smedberg (Ed.), E-Health Communities and Online Self-Help Groups: Applications and Usage. New York, NY: IGI Global (pp. 208-224).

Wang, Ye, and Shelly Rodgers (2011), "Electronic Word of Mouth and Consumer Generated Content: From Concept to Application," Chapter 11, in Matthew S. Eastin, Terry Daugherty, and Neal M. Burns (Eds.), Handbook of Research on Digital Media and Advertising: User Generated Content Consumption. Hershey, PA: Information Science Reference (pp. 212-231).

Rodgers, Shelly, Esther Thorson, and Yun Jin (2009), "Social Science Theories of Traditional and Internet Advertising," Chapter 14, in Donald W. Stacks and Michael B. Salwen (Eds.), An Integrated Approach to Communication Theory and Research, 2<sup>nd</sup> edition. New York, NY: Routledge, Taylor & Francis Group (pp. 198-219).

Rodgers, Shelly, Hugh Cannon, and Jensen Moore (2007), "Segmenting Internet Markets," Chapter 7, in David W. Schumann and Esther Thorson (Eds.), Internet Advertising: Theory and Research. Mahwah, NJ: Lawrence Erlbaum Associates (pp. 149-183).

Rodgers, Shelly, and Qimei Chen (2007), "The Interactive Advertising Model: Additional Insights into Response to Spamming," Chapter 11, in D. W. Schumann and E. Thorson (Eds.), Internet Advertising: Theory and Research. Mahwah, NJ: Lawrence Erlbaum Associates (pp. 259-283).

Rodgers, Shelly (2005), "Intermedia Effects for Appropriate/Inappropriate Print and Internet Stimuli," Chapter 3, in Marla R. Stafford and Ronald J. Faber (Eds.), Advertising, Promotion, and New Media. New York: M. E. Sharp, Inc. (pp. 51-67).

Thorson, Esther, William D. Wells, and Shelly Rodgers (1999), "Web Advertising's Birth and Early Childhood as Viewed in the Pages of Ad Age," Chapter 1, in David W. Schumann and Esther Thorson (Eds.), Advertising and the World Wide Web, Mahwah, NJ: Lawrence Erlbaum Associates (pp. 5-25).

#### **D. PUBLISHED REFEREED CONFERENCE PROCEEDINGS**

Bhandari, Manu, Shelly Rodgers, and Viet Nguyen, "Brand Feedback's Effects on Purchase Intentions and Word-of-Mouth: Mediating Roles of Justice Perception and Satisfaction," *Proceedings of the 2017 Conference of the American Academy of Advertising*.

Bhandari, Manu, and Shelly Rodgers, "What Does the Brand Say? Effects of Brand Feedback to Negative eWOM on Brand Trust and Purchase Intentions," *Proceedings of the 2016 Conference of the American Academy of Advertising*, p. 127.

Duff, Brittany, Russell Lacznia, Shelly Rodgers, and Trina Sego, "How to Respond to Reviews," in Ronald J. Faber and Shintaro Okazaki (co-chairs) Pre-Conference Session: "Everything You've Always Wanted to Know about All Aspects of the Academic Publication Process, But Never Asked," *Proceedings of the 2016 Conference of the American Academy of Advertising*, pp. 1-4.

Krisanic, Kara, Shelly Rodgers, Wei Peng, and Fei Qiao, "Consumers' Motivations for Social Networking Site Use and Behavior Toward Advertisements on Facebook," *Proceedings of the 2014 Conference of the American Academy of Advertising*, p. 10.

Rodgers, Shelly, Erin Schauster, Margaret Duffy, Sarah Smith-Friggerio, and Erin Willis, "Students' Perspectives on Online Pedagogy: Findings from Depth Interviews with Graduate Online M.A. Students," panel session, "Can Online Education Beat the Classroom? The Latest Methods, Programs and Curriculum Design." Margaret Morrison, Ed., *Proceedings of the 2012 Conference of the American Academy of Advertising*, p. 184.

Schauster, Erin, Erin Willis, Shelly Rodgers, and Kevin Everett, "Counter Tobacco Advertising Strategies: A Content Analysis of Missouri's Print Newspaper Advertising Between 2006 and 2010," Steve Edwards, Ed., *Proceedings of the 2011 Conference of the American Academy of Advertising*, p. 98.

Wang, Ye, Erin Schauster, Shelly Rodgers, and Esther Thorson, "A Study of Graduate Student Authorship in Advertising Journals: 1997-2008," Wei-Na Lee, Ed., *Proceedings of the 2010 Conference of the American Academy of Advertising*, p. 87.

Wang, Ye, and Shelly Rodgers, "Cultural Values, Emotions and Information: A Comparison of Webpages of the US and China," Glen Nowak, Ed., *Proceedings of the 2009 Conference of the American Academy of Advertising*, p. 86.

Eckler, Petya, Kyle Heim, and Shelly Rodgers, "Effects of Congruity, Sponsor Type, and News Story Valence on Psychological Processing of e-Sponsors," Glen Nowak, Ed., *Proceedings of the 2009 Conference of the American Academy of Advertising*, p. 33.

Rodgers, Shelly, Ye Wang, and Emily Saettele (2007), "Understanding the Nature of eWOM Advertising on Social Networking Sites," Kim Sheehan, Ed., *Proceedings of the 2007 Conference of the American Academy of Advertising*, p. 31.

Rodgers, Shelly, and Jiyang Bae (2005), "The Mediating Effect of Inferred Sponsor Motive on Corporate Credibility: When High Congruity Sponsorships Fail," Carrie La Ferle, Ed., *Proceedings of the 2005 Conference of the American Academy of Advertising*, p. 127.

Moore, Jensen, and Shelly Rodgers (2005), "The Role of Persuasion Knowledge in Consumers' Perceptions of Advertising Credibility and Skepticism in Five Media Types," Carrie La Ferle, Ed., *Proceedings of the 2005 Conference of the American Academy of Advertising*, pp. 10-18.

Rodgers, Shelly (2004), "Session 2: Panel on Interactivity Effects," Pat Rose, Ed., *Proceedings of the 2004 Conference of the American Academy of Advertising*, p. 1.

Rodgers, Shelly, Ruth Rettie, and Frank Alpert (2002), "International Similarities and Differences in Web Use Motivation in the US, England and Australia: A Cross-Cultural Replication of the Web Motivation Inventory Developed in the US," *Proceedings of the 2002 Hawaii International Conference on the Social Sciences*.

Rodgers, Shelly (2002), "The Sponsorship Knowledge Inventory," Avery M. Abernethy, Ed., *Proceedings of the 2002 Conference of the American Academy of Advertising*, p. 85.

Rodgers, Shelly (2001), "Moving Beyond the Congruity Hypothesis to Explain Sponsorship Effects," Charles R. Taylor, Ed., *Proceedings of the 2001 Conference of the American Academy of Advertising*, p. 135.

Rodgers, Shelly, and Kennon M. Sheldon (1999), "The Web Motivation Inventory: Reasons for Using the Web and Their Correlates," Marilyn S. Roberts, Ed., *Proceedings of the 1999 Conference of the American Academy of Advertising*, p. 161.

Rodgers, Shelly (1998), "User Characteristics and Attitudes toward the Web and Web Advertising," Darrel D. Muehling, Ed., *Proceedings of the 1998 Conference of the American Academy of Advertising*, p. 301.

#### **E. OTHER PUBLISHED SCHOLARLY WORKS**

Willis, Erin, and Shelly Rodgers (2014), "Health Literacy Models and Health Communication," in Teresa L. Thompson, (Ed.), *Encyclopedia of Health Communication*, Chapter 42, Sage Publications, Inc. ISBN: 978-1-4522-5875-1

Stemmle, Jon, and Shelly Rodgers (2014), "Message Tailoring and Localization," in Teresa L. Thompson, and Geoffrey J. Golson (Eds.), *Encyclopedia of Health Communication*, Chapter 140. Sage Publications, Inc. ISBN: 978-1-4522-5875-1

Eckler, Petya, and Shelly Rodgers (2011), "Viral Marketing on the Internet," in M. A. Belch and G. E. Belch (Eds.), Wiley International Encyclopedia of Marketing, Vol. 4, *Advertising and Integrated Communication*, Wiley, (pp. 213-215), located online at: <http://onlinelibrary.wiley.com/doi/10.1002/9781444316568.wiem04009/full>

#### **F. REFEREED CONFERENCE PAPERS, POSTERS, PANELS**

##### **ACCEPTED / PRESENTED**

Massey, Zachary, Weilu Zhang, Shelly Rodgers, and Jack Schultz, "Short or Long? In Search of the Optimal Length of Science Communication Training," accepted for presentation to the 2023 Annual Conference of the International Communication Association, Information Systems Division, Toronto, Canada, May 25-29, 2023.

Belobrovkina, Evgeniia, and Shelly Rodgers, "Targeting LGBTQ+ Individuals in Advertising: Consumers' Perspectives Through a Photovoice Study," accepted for presentation to the 2023 Annual Conference of the American Academy of Advertising, Denver, Co.

Chen, Qimei, Dana L. Alden, Steven M. Edwards, Carrie La Ferle, Lynn Kahle, Shelly Rodgers, and Sela Sar, "Bridging Research and Practice: Advertising's Role in Promoting Sustainability," Special Topics Session Panel accepted for presentation to the 2023 Annual Conference of the American Academy of Advertising, Denver, Co.

Zhang, Weilu, Rodgers, Ting-Hao Tsou, Evgeniia Belobrovkina, and Shelly Rodgers (2022) "Fighting Cancer 'Like a Girl' and Taking it 'Like a Man': Examining Gender Stereotypes in Online Breast and Prostate Cancer PSAs," presented to the 2022 Annual Conference of the American Academy of Advertising.

Akin, Heather, Shelly Rodgers, and Jack Schultz, "Science Communication Training as Information Seeking and Processing: A Theoretical Approach to Training Early-Career Scientists," presented to the 2021 Annual International Communication Association Conference.

Belobrovkina, Evgeniia, and Shelly Rodgers, "Public Service Announcements on COVID-19 through the Prism of Goal-Framing Theory," accepted to the 2021 Annual Conference of the American Academy of Advertising, virtual conference.

Zhang, Weilu, and Shelly Rodgers, "Examining African Americans' Persuasion Knowledge and Coping of Advertisers' Use of Artificial Intelligence and Ethnic Affinity Targeting in Social Media," accepted to the 2021 Annual Conference of the American Academy of Advertising, virtual conference.

Royne Stafford, Marla, Kathryn Pounders, Shelly Rodgers, Minette Drumwright, and Amanda Mabry-Flynn (2020). "Does Advertising Help or Hurt Consumers' Well-Being?" Special Topics Panel Session accepted to the annual conference of the American Academy of Advertising, San Diego, Ca. that went virtual due to COVID-19 pandemic.

Schultz, Jack, Shelly Rodgers (PI), Suzanne Burgoyne, Bimal Balakrishnan, and Jon Stemmle (2019). "SciCom Meets SciTS," panel presentation, Science of Team Science Conference, Michigan State University, East Lansing, MI.

Bhandari, Manu, Viet Nguyen, and Shelly Rodgers (2017). "Mechanism of Brand Feedback Effects on Purchase Intentions and Word-Of-Mouth Recommendations: The Role of Justice Perception and Post-Purchase Satisfaction," accepted to the annual conference of the American Academy of Advertising, New York, NY.

Rodgers, Shelly, Jon Stemmle, and Maddie Stanze (2017). "Narratives and Public Service Advertising (PSA) in Cancer Organizations' Social Media," paper accepted to the annual conference of the American Academy of Advertising, New York, NY.

Bhandari, Manu, and Shelly Rodgers (2016). "Effects of Brand Feedback on Product Attitude," paper accepted for presentation at the Southwest Education Council for Journalism & Mass Communication, 2016 Southwest Symposium. Paper won top faculty paper award.

Hong, Seoyeon, Zongyuan Wang, and Shelly Rodgers, "The Interplay between Star Ratings, Number of Reviews, and Product Reviews in Online Shopping for Health Product," paper accepted to the Information Systems Division at the annual conference of the International Communication Association, June 2016, Fukuoka, Japan.

Bhandari, Manu, and Shelly Rodgers, "Effects of Brand Feedback, Stability and Controllability of the Cause of the Problem on Brand Attitudes and Purchase Intentions" poster accepted to the Information Systems Division of the annual conference of the International Communication Association, June 2016, Fukuoka, Japan.

Stanfield, Kellie, and Shelly Rodgers, "Real-World Data Help Contextualize Content Analysis Findings on Newspaper Editorial Characteristics about Tobacco Control," paper accepted to the COMSHER division at the annual conference of the International Communication Association, June 2016, Fukuoka, Japan.

Bhandari, Manu, and Shelly Rodgers, "What Does the Brand Say? Effects of Brand Feedback to Negative eWOM on Brand Trust and Purchase Intentions," paper accepted to the annual conference of the American Academy of Advertising, 2016, Seattle, Wa.

Wang, Zongyuan, Ginny Chadwick, and Shelly Rodgers (2014), "Characteristics of Newspaper Stories for and Against Tobacco Control," paper accepted to the Newspaper Division of the annual conference of the Association for Education in Journalism and Mass Communication.

Shoenberger, Heather, and Shelly Rodgers (2014), "Journalists' Perceived Knowledge and Use of Heuristics in Selecting Sources and Story Ideas for Health News Reporting," paper accepted to the Newspaper Division of the annual conference of the Association for Education in Journalism and Mass Communication.

Rodgers, Shelly, and Zongyuan Wang (2013), "The Role of Media Coverage in Cities With/Without Smoke-Free Ordinances: A 7-Year Content Analysis," paper accepted to the annual conference of the International Communication Association, Health Communication Division, Seattle, Wa. (June 2014).

Krisanic, Kara, and Shelly Rodgers (2013), "Consumers' Motivations for Social Networking Site Use and Behavior Toward Advertisements on Facebook," paper accepted to the annual conference of the American Academy of Advertising, Atlanta, Ga. (March 2014).

Perreault, Gregory, Shelly Rodgers, and Jon Stemmler, "Prescribing the News: Newsroom size and journalistic experience as key factors in the interaction between health journalists and public health organizations," paper submitted to the Newspaper Division of the annual conference of the Association for Education in Journalism and Mass Communication, Washington, D.C. (August 2013).

Subramanian, Roma, and Shelly Rodgers, "Message and Program Strategies of Missouri Public Health Agencies and Education Programs," poster placed 3<sup>rd</sup> in the student competition at the annual conference of the Missouri Public Health Association (MoALPHA), Columbia, Missouri (September 2012).

Smith-Frigerio, Sarah, and Shelly Rodgers, "Strategies to Overcome Student Perceptions of Challenges in Online Courses," abstract accepted for presentation at the Focus on Teaching and Technology Conference, St. Louis, Missouri (November 1-2, 2012).

Rodgers, Shelly, Amanda Hinnant, Alecia Swasy, and Roma Subramanian, "Empirical Research in Women's Magazine Health Content," accepted for presentation to the Magazine Division, Association for Education in Journalism and Mass Communication, Chicago, Illinois (August 9-12, 2012).

Rodgers, Shelly, Eun Hae Park, and Kevin Everett (2012), "CASE Findings from Newspaper Coverage of Tobacco Control Policies" poster accepted for presentation at the 2012 National Conference on Tobacco or Health, Kansas City, Missouri (August 15-17, 2012).

Rodgers, Shelly, Kevin Everett, and Ye Wang (2012), "Enhancing smoke-free policy changes by understanding patterns of media coverage". Poster session accepted for presentation to the 2012 National Conference on Tobacco or Health, Kansas City, Missouri (August 15-17, 2012).

Rodgers, Shelly, and Kevin Everett (2012), "CASE.org: Using the Internet to train a statewide network" 30-minute panel session accepted for presentation to the 2012 National Conference on Tobacco or Health, Kansas City, Missouri (August 15-17, 2012).

Rodgers, Shelly, Erin Schauster, Margaret Duffy, Sarah Smith-Frigerio, and Erin Willis, "Students' Perspectives on Online Pedagogy: Findings from Depth Interviews with Graduate Online M.A. Students," panel presentation accepted as part of a larger panel, "Can Online Education Beat the Classroom? The Latest Methods, Programs and Curriculum Design," presented at the 2012 annual conference of the American Academy of Advertising, Myrtle Beach, South Carolina (March 15-18, 2012).

Willis, Erin, Rachel Young, and Shelly Rodgers, Jon Stemmler, "Improving Interactive Health Literacy through Social Networking: Making a Case for Twitter and Facebook," abstract accepted for a poster session presented at the 2011 Health Literacy Research Conference (HARC) conference, Chicago, Illinois (October 17-18, 2011).

Willis, Erin, Erin Schauster, and Shelly Rodgers, "Health Literacy and eHealth Literacy: Perspectives from Health Literacy Professionals" poster presentation at the 3<sup>rd</sup> Annual Health Literacy Research Conference, Chicago, Illinois (October 17-18, 2011).

Everett, Kevin D., Shelly Rodgers, Jane A. McElroy, Kim Dude, "Campus-Community Alliances for Smoke-free Environments (CASE): A Model for Reducing Exposure to Tobacco Use Through Policy Change," poster accepted to the 139<sup>th</sup> annual meeting of the American Public Health Association, Washington, D.C. (October 29-November 2, 2011).

Wang, Ye, Erin Willis, and Shelly Rodgers, "Online Health Communities as an Important Component of Interactive Health Literacy: Content Analysis of the Biggest Loser League," paper accepted to the 5<sup>th</sup> International Multi-Conference on Society, Cybernetics and Informatics Society: IMSCI 2011, Orlando, Florida (July 19-22, 2011).

Wang, Ye, You Li, and Shelly Rodgers, "Media Structure and Conduct: A Comparative Study of Cancer-Related Ads in Black and General Readership Newspapers," paper presented to the Media Economics Division of the annual conference of the Association for Education in Journalism and Mass Communication, St. Louis, Missouri (August 10-13, 2011).

Lee, Hyunmin, Ye Wang, Shelly Rodgers, Glen Cameron, "Finding Antecedents of CSR Perceptions and Relationship Outcomes: Exploring the Role of Collectivist Orientation and CSR Genuineness," paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, St. Louis, Missouri (August 10-13, 2011).

Young, Rachel, Erin Willis, Shelly Rodgers, and Jon Stemmler, "Localization of Public Health News Releases for Publication in Community Newspapers," paper presented to the Public

Relations Division of the Association for Education in Journalism and Mass Communication, St. Louis, Missouri (August 10-13, 2011).

Wang, Ye, and Shelly Rodgers, "Reporting Health to Minority Populations: A Content Analysis of Localized News Reporting," paper presented to the Minority Division of the Association for Education in Journalism and Mass Communication, St. Louis, Missouri (August 10-13, 2011).

Schauster, Erin, Erin Willis, Shelly Rodgers, and Kevin Everett, "Finding Public Health News-Writing Strategies within Tobacco Advertising: A Content Analysis of Missouri Tobacco Advertising from 2005-2010," paper accepted to the annual conference of the American Academy of Advertising, Mesa, Arizona (April 7-10, 2011).

Willis, Erin, Chang Dae Ham, and Shelly Rodgers, "News coverage of the social determinants of health: A content analysis of California television and newspapers," paper accepted to the International Communication Association annual conference, Boston, Massachusetts (May 26-30, 2011).

Young, Rachel, Saleem Alhabash, Shelly Rodgers, and Jon Stemmle, "Newspaper Journalists and Public Health Professionals: Building the Health News Agenda in Community Newspapers," paper accepted to the International Communication Association annual conference, Boston, Massachusetts (May 26-30, 2011).

Park, HyoJung, Shelly Rodgers, and Jon Stemmle, "Health Promotion via Social Media: An Analysis of Health Organizations' Use of Facebook in Enhancing Health Literacy," paper accepted to the International Communication Association annual conference, Boston, Massachusetts (May 26-30, 2011).

Willis, Erin, Ye Wang, and Shelly Rodgers, "Exploring the Role of Online Discussion in Improving Obesity-Related Health Literacy: A Content Analysis of Health Literacy Domains and eWOM of The Biggest Loser League," paper presented to the Communicating Science, Health, Environment, and Risk Interest Group of the Association for Education in Journalism and Mass Communication 2010 annual conference, Denver, Colorado (August 4-7, 2010).

Eckler, Petya, and Shelly Rodgers, "Viral Advertising: A Conceptual Beginning," paper presented to the Advertising Division of the Association for Education in Journalism and Mass Communication 2010 annual conference, Denver, Colorado (August 4-7, 2010).

Park, HyoJung, Shelly Rodgers, and Jon Stemmle, "Analyzing Health Organization's Use of Twitter for Promoting Health Literacy," paper presented to the Health Communication Interest Group of the Association for Education in Journalism and Mass Communication 2010 annual conference, Denver, Colorado (August 4-7, 2010).

Stam, Kate, Elizabeth Gardner, Ye Wang, Shelly Rodgers, and Glen Cameron, "Health Literacy and eHealth Literacy Trends and Issues: Leader Perspectives in the U.S. and Europe," paper accepted to the European Conference of the American Academy of Advertising, Milan, Italy (June 4-6, 2010).

Park, HyoJung, Jon Stemmle, and Shelly Rodgers, "Analyzing Health Organizations' Use of Twitter for Promoting Health Literacy," poster session, Centers for Disease Control and Prevention national conference on health communication, Atlanta, Georgia (August 17-19, 2010).

Wang, Ye, Shelly Rodgers, Erin Schauster, and Esther Thorson, "A Study of Graduate Student Authorship in Advertising Journals: 1997-2008," paper presented at the 2010 Annual Conference of the American Academy of Advertising, Minneapolis, Minnesota (March 18-21, 2010).

Cohen, Elisia, Charlene Caburnay, and Shelly Rodgers, "Pro- and Anti-Social Alcohol and Tobacco Advertising in Newspapers: Targeting with Message Features and Social Cues in Black vs. Mainstream Newspapers," Accepted for presentation at the International Communication Association conference, Chicago, Illinois (May 21-25, 2009).

Wang, Ye, and Shelly Rodgers, "Cultural Values, Emotions and Information: A Comparison of Web Pages of the US and China," paper presented at the annual conference of the American Academy of Advertising, Cincinnati, Ohio (March 25-29, 2009).

Eckler, Petya, Kyle Heim, and Shelly Rodgers, "Effects of Congruity, Sponsor Type, and News Story Valence on Psychological Processing of e-Sponsors," paper presented at the annual conference of the American Academy of Advertising, Cincinnati, Ohio (March 25-29, 2009).

Gardner, Elizabeth L., Petya Eckler, Shelly Rodgers, and Qimei Chen, "Seeking Health Information Online: Motivation and Choice in Online Media," Centers for Disease Control, 2<sup>nd</sup> Annual National Conference on Health Communication, Marketing and Media, Augusta, Georgia (August 2008).

Rodgers, Shelly, Petya Eckler, Kevin Everett, Linda Bullock, and Isabella Zaniletti, "New Website Metrics for Online Health Training," Centers for Disease Control, 2<sup>nd</sup> Annual National Conference on Health Communication, Marketing and Media, Augusta, Georgia (August 2008).

Rodgers, Shelly, Petya Eckler, Kevin Everett, Linda Bullock, and Isabella Zaniletti, "Examining the Public Health Perspective in Local Tobacco Newspaper Coverage," Centers for Disease Control, 2<sup>nd</sup> Annual National Conference on Health Communication, Marketing and Media, Augusta, Georgia (August 2008).

Heim, Kyle, and Shelly Rodgers, "Effects of Congruity, Sponsor Type, and News Story Valence on E-newspaper Outcomes," Paper presented at the 2008 Annual Convention of the Association for Education in Journalism and Mass Communication, Chicago, Illinois (2008).

Rodgers, Shelly, Ye Wang, and Emily Saettele, "Understanding the Nature of eWOM Advertising on Social Networking Sites," Panel presentation moderated by Hairong Li, American Academy of Advertising, Burlington, Vermont (April 12-15, 2007).

Lumpkins, Crystal, Elisia Cohen, Glen Cameron, Doug Luke, Matthew Kreuter, Shelly Rodgers, "Ozioma! Improving Cancer Coverage for the Black Press and its Publics," panel accepted to the MAC Division of the Association for Education in Journalism and Mass Communication international conference, Washington, D.C. (2007).

Li, Hairong, Steven M. Edwards, Sally J. McMillan, Shelly Rodgers, and Kim Sheehan (2007), "Advertising in Consumer Generated Media: Issues, Theories, and Research Directions," Special Topics Proposal submitted for peer review to the American Academy of Advertising Conference, Burlington, Vermont (April 12-15, 2007).



Santosh Vijaykumar, and Shelly Rodgers, "Breast Cancer Information Quality on Commercial versus Nonprofit Websites," poster accepted for presentation at the MEDNET 2006 Conference, The Society for Internet in Medicine, Toronto, Ontario, Canada (October 16-18, 2006).

Rodgers, Shelly, Qimei Chen, Ken Fleming, Margaret Duffy, Jiyang Bae, and Crystal Lumpkins, "Multiple Health Information Sources and Arthritis: A Segmentation Analysis of Midwesterners," presented at the 2006 Bridging the Quality Gap Conference, Columbia, Missouri (April 27-28, 2006).

Rodgers, Shelly, and Qimei Chen, "Spammed If You Do, Spammed If You Don't! The Influence of Spam Knowledge on Approach/Avoidance Behaviors," presented at the American Academy of Advertising 2006 Conference in Reno, Nevada (March 2006).

Cohen, Elisa L., Charlene A. Caburnay, Doug Luke, Matthew W. Kreuter, Glen T. Cameron, and, Shelly Rodgers, "Evidence of Health Disparities in Cancer Coverage of African American Communities," presented at the International Communication Association 2006 Conference in Dresden, Germany (June 19-23, 2006).

Lumpkins, Crystal, Jiyang Bae, Glen Cameron, Shelly Rodgers, Doug Luke, and Matthew W. Kreuter, "Generating Conflict for Greater Good: Contingency Theory as a Strategic Tool to Impact Health Disparities in African American Communities, presented at the International Communication Association 2006 Conference in Dresden, Germany (June 19-23, 2006).

Bae, Jiyang, Crystal Y. Lumpkins, Shelly Rodgers, Glen Cameron, Doug Luke, Matthew Kreuter, "Cancer Ads: A Comparison of Advertising Strategies in Black vs. Mainstream Newspapers," presented to the Advertising Division, Association for Education in Journalism and Mass Communication Conference, San Antonio, Texas (August 11-14, 2005).

Cho, Yoon Yong, and Shelly Rodgers (2005), "The Effect of Negative Publicity on Consumers' Brand Evaluations: The Moderating Role of Corporate Advertising," presented to the Advertising Division, Association for Education in Journalism and Mass Communication Conference, San Antonio, Texas (August 11-14, 2005).

Lim, Jeongsub, Jiyang Bae, Charlene Caburnay, Jon Stemmler, Shelly Rodgers, Glen Cameron, Doug Luke, and Matthew Kreuter, "Cancer Stories in Black vs. Mainstream Newspapers: Is There A Public Health Perspective?" presented to the Newspaper Division, poster session, Association for Education in Journalism and Mass Communication Conference, San Antonio, Texas (August 11-14, 2005).

Lumpkins, Crystal Y., Jiyang Bae, Glen Cameron, Shelly Rodgers, Doug Luke, and Matthew Kreuter, "Generating and Managing Conflict for Greater Good: Exploring the Potential for Contingency Theory as a Strategic Tool to Impact Health Disparities in African American Communities," presented to the Minorities Division, Association for Education in Journalism and Mass Communication Conference, San Antonio, Texas (August 11-14, 2005).

Thorson, Kjerstin, and Shelly Rodgers, "Perceived Interactivity and Parasocial Interaction on a Political Candidate Website," presented to the Communication Technology & Policy Division poster session, Association for Education in Journalism and Mass Communication Conference, San Antonio, Texas (August 11-14, 2005).

Rodgers, Shelly, Qimei Chen, Ken Fleming, Margaret Duffy, Jiyang Bae, and Crystal Lumpkins, "Multiple Health Information Sources and Arthritis: A Segmentation Analysis of Midwesterners," presented during the poster session at the International Communication Association. Paper ranked 10<sup>th</sup> out of about 200 posters (May 26-29, 2005).

Rodgers, Shelly, Jeongsub Lim, and Jiyang Bae, "Testing the 'Line' Between News and Advertising: The Effects of Sponsorship Association on the Content and Credibility of Four E-newspapers," presented to the Advertising Division at the International Communication Association, New York, New York (May 26-29, 2005).

Glaser, Rainer, Kathleen M. Carson, Yongqiang Sui, Brian Hodgen, Cecelia Koetting, Susan M. Schelble, Uri Zoller, Gregor Fels, and Shelly Rodgers, "Chemistry Is in the News: Evolution of a Modern Curriculum," Division of Chemical Education, 229<sup>th</sup> American Chemical Society National Conference, San Diego, California (March 13-17, 2005).

Rodgers, Shelly, and Jiyang Bae, "The Mediating Effect of Inferred Sponsor Motive on Corporate Credibility: When High Congruity Sponsorships Fail," American Academy of Advertising, Houston, Texas (March 31-April 3, 2005).

Moore, Jensen, and Shelly Rodgers, "The Role of Persuasion Knowledge in Consumers' Perceptions of Advertising Credibility and Skepticism in Five Media Types," American Academy of Advertising, Houston, Texas (March 31-April 3, 2005).

Chen, Qimei, and Shelly Rodgers, "How Much Sky Are We Holding? Portrayals of Women in American and Chinese Mass Media," International Studies Association Annual Convention, Honolulu, Hawaii (March 1-5, 2005).

Rodgers, Shelly, "Consumers' Use of Sponsorship Knowledge in an Internet Context: Antecedents and Consequences," Association for Education in Journalism and Mass Communication, Advertising Division, Toronto, Canada (August 5-7, 2004).

Rodgers, Shelly, Yan Jin, Yoon Choi, Wanda Siu, and Ann Brill, "Using House Ads to Promote E-Newspapers: A Longitudinal Content Analysis," Association for Education in Journalism and Mass Communication, Newspaper Division, Toronto, Canada. Paper won top faculty award (August 5-7, 2004).

Rodgers, Shelly, Linda Jean Kensicki, and Esther Thorson, "Stereotypical Portrayals of Emotionality in News Photographs," International Communication Association conference, Visual Communication Division, San Diego, California (May 2003).

Rodgers, Shelly, and Mira Lee, "Negativity Effect or Message Sidedness Effect? Which Explains the Effects of Online Customer Reviews?" Advertising Division, Association for Education in Journalism and Mass Communication, international conference, Miami, Florida (August 2002).

Rodgers, Shelly, Ruth Rettie, and Frank Alpert, "International Similarities and Differences in Web Use Motivation in the US, England and Australia: A Cross-Cultural Replication of the Web Motivation Inventory Developed in the US," Hawaii International Conference on Social Sciences (June 2002).

Rodgers, Shelly, "The Sponsorship Knowledge Inventory," American Academy of Advertising, national conference, Jacksonville, Florida (March 2002).

Len-Ríos, María E., Esther Thorson, Shelly Rodgers, and Doyle Yoon, "Analysis of News Content and Newsroom and Audience Perceptions of Ethnicity Coverage and Diversity in the Newsroom: Implications for Social Comparison Processes," International Communication Association, international conference, Seoul, Korea (June 2002).

Rodgers, Shelly, "Sponsorship Effects in E-newspapers: A Test of the Congruity Hypothesis," American Academy of Advertising, national conference, Salt Lake City, Utah (Spring 2001).

Rodgers, Shelly, and Esther Thorson, "Changing Faces: Diversity of Local News Sources in the Los Angeles Times," Newspaper Division, Association for Education in Journalism and Mass Communication, Phoenix, Arizona (August 9-12, 2000).

Rodgers, Shelly, and Esther Thorson, "What a Difference a Year Makes: A Content Analysis Before and After the Start of a Latino Initiative," Minorities and Communication Division, Association for Education in Journalism and Mass Communication, Phoenix, Arizona (August 9-12, 2000).

Rodgers, Shelly, and Hugh Cannon, "The Many Faces of Web Users: An Exploratory Study of Functionally-Based Web-Usage Groups," American Academy of Advertising, Phoenix, Arizona (August 9-12, 2000).

## **F. RESEARCH REPORTS**

Rodgers, Shelly, USDA Foreign Agricultural Service Content Analysis Results," prepared for USDA. (April 20, 2021)

Stemmle, Jon, Shelly Rodgers, Jamie Flink, Jim Flink, "Opioid Media Training and Research Project: Final Report," prepared for Centers for Disease Control. (September 20, 2019)

Rodgers, Shelly, and Jack Schultz, "NRT-IGE: A Test Bed for STEM Graduate Student Communication Training National Science Foundation Annual Report," prepared for NSF. (September 1, 2019)

Rodgers, Shelly, and Jack Schultz, "NRT-IGE: A Test Bed for STEM Graduate Student Communication Training National Science Foundation Annual Report," prepared for NSF. (August 20, 2018)

Rodgers, Shelly, and Jack Schultz, "NRT-IGE: A Test Bed for STEM Graduate Student Communication Training National Science Foundation Annual Report," prepared for NSF. (August 20, 2017)

Rodgers, Shelly, and Jack Schultz, "NRT-IGE: A Test Bed for STEM Graduate Student Communication Training National Science Foundation Annual Report," prepared for NSF. (August 20, 2016)

Rodgers, Shelly "Health Communication Research Center (HCRC) Annual Report" prepared for Jon Stemmle and Glen Cameron. (May 1, 2014)

Rodgers, Shelly, "Health Communication Research Center (HCRC) Mid-Year Report" prepared for Jon Stemmle and Glen Cameron. (August 1, 2013)

Rodgers, Shelly, "Health Communication Research Center (HCRC) Annual Report" prepared for Jon Stemmle and Glen Cameron. (December 21, 2012)

Rodgers, Shelly, and Eun Hae Park, "Campus-Community Alliances for Smoke-Free Environments (CASE) "Trend Analysis of a Content Analysis, 2006-2012" report prepared for Kevin Everett, PI, Missouri Foundation for Health grant. (June 6, 2012)

Rodgers, Shelly, "Health Communication Research Center (HCRC) Annual Report" prepared for Jon Stemmle and Glen Cameron. (December 21, 2012)

Rodgers, Shelly, "Health Communication Research Center (HCRC) Annual Report" prepared for Jon Stemmle and Glen Cameron. (December 31, 2011)

Rodgers, Shelly, and Jan Neumann, "Campus-Community Alliances for Smoke-Free Environments (CASE) "Timeline of Events, Activities, and Accomplishments, 2003-2011" report prepared for Kevin Everett, PI, Missouri Foundation for Health grant. (December 31, 2011)

Rodgers, Shelly, "Health Communication Research Center (HCRC) Annual Report" prepared for Jon Stemmle and Glen Cameron. (December 31, 2010)

Rodgers, Shelly, "Health Communication Research Center (HCRC) Annual Report" prepared for Jon Stemmle and Glen Cameron. (December 31, 2009)

Rodgers, Shelly, "The California Health News Landscape: A Content Analysis of Newspaper and Television Health News Coverage," report prepared for The California Endowment. (November 13, 2009)

Gardner, Elizabeth, Glen Cameron, and Shelly Rodgers, "2008 Health Literacy Leader Survey: Summary and Report," provided to Health Literacy Missouri, Missouri Foundation for Health, University of Missouri Health Communication Research Center. (October 2008)

Rodgers, Shelly, "Strategic Communication Strategic Plan: Years 1-3," provided to Kevin Everett for Missouri Foundation for Health grant. (February 1, 2008)

Rodgers, Shelly, "Strategic Communication Core Summary," provided to Kevin Everett for Missouri Foundation for Health grant. (December 16, 2008)

Rodgers, Shelly, "Content Analysis Review of Smoking in the News - Columbia: August 6, 2005 to January 10, 2008," provided to Kevin Everett for Missouri Foundation for Health grant. (January 15, 2008)

Rodgers, Shelly, "Media Strategy," provided to Kevin Everett for Missouri Foundation for Health grant. (May 28, 2007)

Rodgers, Shelly, "Smoking Coverage in Local Columbia Newspapers: A Strategic Approach," provided to Kevin Everett for Missouri Foundation for Health grant. (May 28, 2007)

Rodgers, Shelly, "Media Strategy Post-Ordinance," provided to Dean Andersen and Tiffany

Bowman for Missouri Foundation for Health grant. (May 12, 2007)

Rodgers, Shelly, "CASE Report on Newspaper Content Analysis," provided to Kevin Everett for Missouri Foundation for Health grant. (February 7, 2007)

Rodgers, Shelly, "Strategic Communication Strategy Narrative," provided to Kevin Everett for Missouri Foundation for Health grant. (June 22, 2005)

Rodgers, Shelly, "SLU CECCR Key Findings Related to Primary Grant Goals," provided to Matt Kreuter, Doug Luke, and Glen Cameron for National Cancer Institute grant. (March, 2005)

Rodgers, Shelly, "SLU CECCR Content Analysis Preliminary Findings: Year 1," provided to Matt Kreuter, Doug Luke, and Glen Cameron for National Cancer Institute grant. (February 2005)

Rodgers, Shelly, "The Representation of Koch Industries in the Wichita Eagle." (March 2001)

Rodgers, Shelly, "A Content Analysis of Gender, Age and Ethnicity in Photos for the St. Paul Pioneer Press: One Year Update," St. Paul, Minn. (March 2001)

Rodgers, Shelly, "A Content Analysis of Gender, Age and Ethnicity in Text for the St. Paul Pioneer Press: One Year Update," St. Paul, Minn. (March 2001)

Rodgers, Shelly, "Examining Gender Depictions: An Analysis of News Stories in the Los Angeles Times for the Downtown, Orange County and Valley Editions," Los Angeles, Calif. (September 2000)

Rodgers, Shelly, "Examining Ethnic Depictions: An Analysis of News Stories in the Los Angeles Times for the Downtown, Orange County and Valley Editions," Los Angeles, Calif. (September 2000)

Rodgers, Shelly, "Examining Age Depictions: An Analysis of News Stories in the Los Angeles Times for the Downtown, Orange County and Valley Editions," Los Angeles, Calif. (September 2000)

Rodgers, Shelly, "Newspaper Coverage of St. John's Mercy Medical Center in the St. Louis Post-Dispatch." (December 1999)

Rodgers, Shelly, "An Annotated Bibliography of Interactive Advertising," Empiricom, School of Journalism, University of Missouri, Columbia. (Spring 1998)

Thorson, Esther, and Shelly Rodgers, "Effects of the LAT Latino Initiative on Representation of Latinos in the Newspaper," Newspaper Executives, Los Angeles Times, Los Angeles, Calif., (Winter 2000)

Rodgers, Shelly, "Distillation Report of Key Findings for the LA Times," Newspaper Executives, Los Angeles Times, Los Angeles, Calif. (Fall 1999)

Rodgers, Shelly, "Distillation Report of Key Findings for WCCO," Television Executives, WCCO, Minneapolis, Minn. (Fall 1999)

Rodgers, Shelly, "Distillation Report of Key Findings for the Minneapolis Star Tribune,"

Newspaper Executives, Minneapolis Star Tribune, Minneapolis, Minn. (Fall 1999)

Rodgers, Shelly, "Distillation Report of Key Findings for the St. Paul Pioneer Press," Executives, St. Paul Pioneer Press, St. Paul, Minn. (Fall 1999)

Rodgers, Shelly, "News Coverage of Children's Issues in Kansas Newspapers," Executive Staff, Kansas Action for Children, Wichita, Kan. (Fall 1999)

Rodgers, Shelly, "How Are Children's Issues Represented in Kansas Newspapers? Findings of a Content Analysis for Kansas Action for Children," Board of Directors, Kansas Action for Children, Wichita, Kan. (Spring 1999)

Rodgers, Shelly, "The Representation of Crime and Crime News in the Pages of the San Jose Mercury News," Newspaper Executives, San Jose Mercury News, San Jose, Calif. (Fall 1998)

Thorson, Esther, Michael Antecol, and Shelly Rodgers, "Research Report: A Content Analysis of the St. Louis Post-Dispatch, 1996," Newspaper Executives, St. Louis Post-Dispatch, St. Louis, Mo. (Fall 1997)

## **PRESENTATIONS**

Rodgers, Shelly, " USDA Foreign Agricultural Service Content Analysis Results," zoom presentation made to USDA grant team. (Spring 2021)

Rodgers, Shelly, " USDA Foreign Agricultural Service Content Analysis Results," zoom presentation made to USDA stakeholders. (Spring 2021)

Rodgers, Shelly, and Jan Neumann, "Talking to the Media," presentation and hands-on activity made to Missouri high school students, Westminster campus. (Summer 2011)

Rodgers, Shelly, Erin Schauster, and Jing Zhao, "You, Media and Tobacco: Using Strategic Communication for a State-wide Tobacco Control Initiative," presentation made to Missouri high school students, MU campus. (Spring 2011)

Rodgers, Shelly, "The Ever-Changing World of the World Wide Web: Advertising Trends," presentation made to the online M.A. students, MU campus. (Fall 2009)

Cameron, Glen, Shelly Rodgers, and Elizabeth Gardner, "Health Literacy and eHealth Literacy Findings" presentation made to Health Literacy Missouri and Missouri Foundation for Health, MU campus virtual meeting. (Summer 2009)

Rodgers, Shelly, and Petya Eckler, "Tobacco and the Media," presentation made to PASS group of peer leaders, MU campus. (Fall 2007)

Rodgers, Shelly, and Petya Eckler, "Strategic Communication from A-Z," presentation made to Meeting of the Minds Conference, Kansas City, Ks. (Spring 2007)

Rodgers, Shelly, and Petya Eckler, "Introduction to Strategic Communication Planning," presentation made to Health Promotion Specialists, Campus-Community Alliances for Smoke-free Environments (CASE), MU campus. (Spring 2007)

Rodgers, Shelly, "Careers in Strategic Communication," lecture for Freshmen Career Exploration course, Missouri School of Journalism, University of Missouri-Columbia. (Fall 2006)

Rodgers, Shelly, and Doug Luke (School of Public Health, Saint Louis University), "Public Health and Journalistic Measures of Cancer Coverage in Black Newspapers," presented to the National Cancer Institute and Centers for Excellence in Cancer Research participants in the CECCR grantees meeting, St. Louis, Mo. (April 2005)

Rodgers, Shelly, "Conceptualizing vs. Operationalizing Sponsorship Linkage," presentation for Jour 9010 Doctoral Seminar, graduate level course. (Winter 2005)

Rodgers, Shelly, "Effects of Sponsor Timing on Consumer Reactions to Internet Sponsorships," lecture for Jour 8001 Studies in Mass Communication – I, graduate level course, School of Journalism & Mass Communication, University of Minnesota-Twin Cities Campus. (Fall 2002)

Rodgers, Shelly, "Putting the 'I' Into Interactive Classroom Participation," workshop for graduate student teaching assistants, School of Journalism & Mass Communication, University of Minnesota-Twin Cities Campus. (Spring 2002)

Rodgers, Shelly, "Differences in Audience Processing Across Old and New Media," lecture for Jour 8001 Studies in Mass Communication – I, graduate level course, School of Journalism & Mass Communication, University of Minnesota-Twin Cities Campus. (Fall 2001)

Rodgers, Shelly, "How to Get Your First Job in Advertising or Public Relations," Ad Club, School of Journalism & Mass Communication, University of Minnesota-Twin Cities Campus. (Fall 2000)

Rodgers, Shelly, "The Framing of Crime News," Jour 8003, Mass Communication Processes and Structures, graduate level course, School of Journalism & Mass Communication, University of Minnesota-Twin Cities Campus. (Spring 2001)

Rodgers, Shelly, "Applying for and Getting an Assistant Professorship in Journalism and Mass Communication," School of Journalism & Mass Communication, University of Minnesota-Twin Cities Campus (Spring 2001)

Rodgers, Shelly, "What's Expected as a Teaching Assistant?" School of Journalism & Mass Communication, University of Minnesota-Twin Cities Campus (Fall 2001)

Rodgers, Shelly, "Persuasion Knowledge: Integrating Theory and Method," lecture for Jour 8001 Studies in Mass Communication – I, graduate level course, School of Journalism & Mass Communication, University of Minnesota-Twin Cities Campus. (Fall 2000)

Rodgers, Shelly, "Framing Analysis Process and Procedures," lecture for Jour 3745 Mass Media and Popular Culture, undergraduate level course, School of Journalism & Mass Communication, University of Minnesota-Twin Cities Campus. (Fall 2000, Spring 2001)

Rodgers, Shelly, "New Media Effects," Brown Bag Session, School of Journalism & Mass Communication, University of Minnesota-Twin Cities Campus. (October 2000)

Rodgers, Shelly, "How the Internet Is Changing the Face of Advertising," lecture for Journalism 120, Advertising Principles and Practice, Missouri School of Journalism, University of Missouri-

Columbia. (Winter 2000)

Rodgers, Shelly, "Layout and Design Principles for Developing Creative and Effective Banner Ads," lecture for Journalism 321, Advertising Copy and Layout, Missouri School of Journalism, University of Missouri-Columbia. (Fall 1999, Winter 2000)

Rodgers, Shelly, "Internet Advertising: The Future is Here!" lecture for Journalism 120, Advertising Principles and Practice, Missouri School of Journalism, University of Missouri-Columbia. (Fall 1999)

Rodgers, Shelly, "Research Design and Analysis of Variance: Testing Differences Between Groups," lecture for Journalism 408, Graduate Methods, Missouri School of Journalism, University of Missouri-Columbia. (Winter 1999)

Rodgers, Shelly, "Content Analysis as a Prescriptive Methodology: 'Curing' the Ails of Newspaper Reporting," lecture for Journalism 330, Solving Practical Problems in Journalism, Missouri School of Journalism, University of Missouri-Columbia. (Fall 1998, 1999)

Rodgers, Shelly, "Traditional Layout and Design Techniques that Do and Do Not Work in an Online Environment," lecture for Journalism 321, Advertising Copy and Layout, Missouri School of Journalism, University of Missouri-Columbia. (Winter 1999)

Rodgers, Shelly, "The Three 'Golden' Rules of Every Content Analysis," lecture for Journalism 308, Undergraduate Research Methods, Missouri School of Journalism, University of Missouri-Columbia. (Fall 1998, 1999)

Rodgers, Shelly, "Internet Advertising: The Wave of the Future?" lecture for Journalism 120, Advertising Principles and Practice, Missouri School of Journalism, University of Missouri-Columbia. (Fall 1998)

## **AWARDS, HONORS, GRANTS, AND FUNDING**

### **A. AWARDS AND HONORS**

#### **RESEARCH, TEACHING, SERVICE**

Recipient, Governor's Award for Excellence in Teaching, University of Missouri, 2021.

Recipient, Ivan L. Preston Outstanding Contribution to Research on Advertising Award, American Academy of Advertising, 2021.

Recipient, President's Award for Sustained Career Excellence in Humanities/Social Behavioral Sciences, University of Missouri, 2020.

Recipient, Charles H. Sandage "Sandy" Award for Teaching Excellence, American Academy of Advertising, 2020.

Recipient, Southeastern Conference (SEC) Faculty Achievement Award, University of Missouri, 2019.

Recipient, William T. Kemper Fellowship for Teaching Excellence, University of Missouri, 2018.



Nominated, Thomas Jefferson Award, University of Missouri, 2022.

Nominated, Outstanding Graduate Faculty Mentor, University of Missouri, 2022.

Nominated, Curators' Distinguished Professor, University of Missouri System, 2022.

Nominated, Graduate Faculty Mentor Award, Graduate School, University of Missouri, 2019, 2020, 2022.

Nominated, Presidential Engagement Fellows Program, University of Missouri System, 2019.

Nominated, SEC Professor of the Year, University of Missouri, 2019.

Nominated, Excellence in Online Class Facilitation Award, University of Missouri, 2019.

Nominated, Provost's Outstanding Junior Faculty Research and Creative Activity Award, University of Missouri, 2005.

Ranked nationally as the 1<sup>st</sup> most productive Internet Advertising researcher and 5th most productive researcher in Internet Advertising, Marketing and Communication. Source: Cho, Chang-Hoan, and Hyoung Koo Khang, 2006), "The State of Internet-Related Research in Communications, Marketing, and Advertising: 1994-2003," Journal of Advertising, 35 (3), 143-163).

Ranked nationally as 9th most cited Internet advertising scholars and 15th most cited Internet advertising journal article. Source: Kim, Juran, and Sally McMillan (2008), "Evaluation of Internet Advertising Research: A Bibliometric Analysis of Citations from Key Sources," Journal of Advertising, 37 (1), 99-112.

Ranked nationally as 17th most productive advertising researcher in the United States among 290 different journals. Source: Eric Haley and Sally McMillan (2010), "The Reach of Advertising Scholars' Research" paper presented at the American Academy of Advertising Annual Conference Proceedings, Minneapolis, Minnesota, p. 86).

Ranked internationally as 32<sup>nd</sup> (out of 987) most productive advertising faculty based on refereed publications in the top three U.S. journals (*Journal of Advertising*, *Journal of Advertising Research*, and *Journal of Current Issues and Research in Advertising*). Source: Ford, John B., and Altaf Merchant, 2008, "A Ten-Year Retrospective of Advertising Research Productivity, 1997-2006," Journal of Advertising, 37 (3), 69-94.

Top 5 most cited article on community advertising (Rodgers and Harris, 2003) in *Journal of Advertising Research* (*Journal of Advertising*, 2022)

Ranked nationally as 19th most cited Internet advertising scholar. Source: McMillan et al., 2005 *Proceedings of the American Academy of Advertising*.

First Place, Promising Professor's Award, Mass Communication and Society Division, Association for Education in Journalism and Mass Communication (2004).

Top Faculty Paper Award, Newspaper Division, Association for Education in Journalism and

Mass Communication (2004).

Donald K. Anderson Graduate Student Teaching Award, University of Missouri-Columbia (1998-1999; 1999-2000)

Superior Graduate Achievement Award, Graduate Student Association, University of Missouri-Columbia (1999; 2000)

Kappa Tau Alpha Journalism Honor Society, Missouri School of Journalism, University of Missouri-Columbia (2000).

Top Research Paper Award, Advertising Division, Association for Education in Journalism and Mass Communication (1999).

Top Faculty Paper Award, Visual Communication Division, Association for Education in Journalism and Mass Communication (1999).

## **B. GRANTS AND FUNDING**

### **Submitted / Funded**

Key Personnel, **USDA Foreign Agricultural Service**, \$499,999.50, Regional Food Safety Efforts in Africa, Media Training and Research to Support the Establishment of Strong, Science-Based Regulatory Systems for Pesticide Maximum Residue Limits (MRL) Regulation, July 9, 2020-July 31, 2023.

Key Personnel, **Centers for Disease Control and Prevention, Missouri Department of Health and Human Services**, \$100,000.00, Media Training and Research on Missourians' Opioid Knowledge. Completed Fall 2020.

Principal Investigator (Co-PI, Schultz), **National Science Foundation**, \$487,468.00, NRT-IGE: A Test Bed for STEM Graduate Student Communication Training, Completed Spring 2020.

Key Personnel, **Centers for Disease Control and Prevention, Missouri Department of Health and Human Services**, \$75,000.00, Media Training and Research on Opioid News Coverage and Advertising. Completed Fall 2019.

Principal Investigator, **Private Donation Sally Graves Fund**, \$4,000.00, Strategic Communication, Missouri School of Journalism, Data Discrimination and Artificial Intelligence Practices in Social Media Advertising Directed Toward Black/African American Consumers, Completed 2019.

Key Personnel, **Centers for Disease Control & Prevention**, \$40,000.00, Health Communication Research Center Missouri Livable Streets, Completed 2014.

Key Personnel, **Health Care Foundation of Greater Kansas City**, \$6,000.00, Health Communication Research Center, Photovoice with Children's Mercy Hospital, Completed 2014.

Key Personnel, **St. Louis Mental Health Board**, \$12,000.00, Health Communication Research Center Photovoice Initiative, Completed 2014.

Key Personnel, **Tobacco Free Missouri**, \$140,000.00, Health Communication Research Center and various funders including CPPW, CDC, MFH, ACS, Completed 2013.

Key Personnel, **University of Missouri Extension**, Human and Environmental Sciences, \$125,000.00, Health Communication Research Center Photovoice in Rural Missouri, Completed 2013.

Key Personnel, **Missouri Department of Health and Senior Services**, \$186,000.00, Health Communication Research Center, Sodium Knowledge in Practice, Completed 2013.

Co-Investigator, **Missouri Foundation for Health**, \$1,999,997.00, MU CASE and Smokebusters-Phase II Tobacco Prevention and Cessation Initiative, Completed Summer 2012.

Co-Investigator, **Missouri Foundation for Health**, \$2,748,640.00, MU CASE and Smokebusters-Phase II Tobacco Prevention and Cessation Initiative, Completed Fall 2011.

Co-Investigator, **Missouri Department of Health and Senior Services**, \$279,961.00, MU Smokebusters, Completed Fall 2010.

Co-Investigator, **Missouri Foundation for Health**, \$750,000.00, Mobilizing Tomorrow's Leaders for a Smoke Free Missouri, Completed Spring 2009.

Co-Principal Investigator, **Missouri Department of Health and Senior Services**, \$25,798.50, Tobacco Use Prevention Initiative for Missouri Youth, Completed Summer 2009.

Co-Investigator, **Missouri Department of Health and Senior Services**, \$659,600.00, MU Smokebusters: Phase 2, Completed Fall 2009.

Co-Investigator, **Missouri Foundation for Health**, \$697,946.00, Missouri Health Literacy Enhancement Resource Center (MHLE), Completed Fall 2009.

Key Personnel, **National Cancer Institute**, \$10,000,000.00, Center for Excellence in Cancer Communication Research. Ozioma! (Good News!) Black Newspapers for Healthy Communities, Completed Fall 2009.

Co-Investigator, **Missouri Foundation for Health**, \$188,274.00, Missouri Health Literacy Enhancement Resource Center (MHLE), Completed Summer 2008.

Co-Investigator, **The California Endowment**, \$405,000.00, Impact of Public Health Framing in Health News Stories, Completed Fall 2008.

Principal Investigator, **National Cancer Institute**, Junior Faculty Career Development Award Program, \$33,000.00, Completed Fall 2007.

Principal Investigator, **University of Missouri-Columbia**, Research Council Grant, \$6,440.00, Who Uses Online Breast Cancer Support Groups, Why and With What Benefits, Completed Spring 2006

Co-Investigator, **Newspaper Association of America**, \$80,980.00, Growing Audience: A Toolkit for Change, Completed Fall 2005.

Recipient, **University of Missouri-Columbia**. Faculty International Travel Fund, 2004.

### **Submitted / Not Funded**

Collegial Mentor, (PI-Zachary Massey), **National Institutes of Health**, "Developing and Testing Warning Labels for Retail Cannabis Products," University of Missouri-Columbia.

Collaborator, (PI-Yugyung Lee, Ye Wang, Wanli Xing), **National Science Foundation**, Collaborative Research: CyberStory Net: A Visual Storytelling Approach to Learning Data, School of Computing and Engineering, University of Missouri-Kansas City.

Member, Mizzou Mentoring Committee, (PI-Allison Anbari), **National Institute of Nursing Research**, Sinclair School of Nursing, University of Missouri-Columbia.

Key Personnel (PI-Paul F. Miceli, Lesa Beamer, J. David Robertson), **National Science Foundation**, \$1 million+, NRT: Understanding the Organization of Matter at the Atomic Scale with Neutron Scattering: A Model for Graduate Training at the Confluence of Biochemistry, Physics and Engineering.

Key Personnel (PI-David Mendoza-Cozatl), **National Science Foundation**, \$3 million+, AccelNet: PlantEnv-1: A Global Network Consortium to Advance Research and Education on Plant-Environmental Interactions.

Co-Investigator, **Columbia National Laboratory Inc.**, \$2,748,463.00, Columbia National Laboratory, Submitted Summer 2015.

Co-Investigator, **National Institutes of Health**, \$16,360,960.00, Clinical and Translational Science Award: University of Missouri, Submitted Spring 2012.

Co-Investigator, **National Institutes of Health**, \$1,795,699.00, Clinical and Translational Science Award: University of Missouri, Submitted Spring 2012.

Co-Investigator, **National Institutes of Health**, \$1,843,341.00, Clinical and Translational Science Award: University of Missouri, Submitted Spring 2012.

Co-Investigator, **Missouri Department of Health and Senior Services**, \$22,522.50, Tobacco Use Prevention Initiative for Missouri Youth, Submitted Fall 2008.

### **C. SELECTED STUDENT AWARDS, GRANTS, AND HONORS**

Weilu Zhang, **University of Missouri**, Grand Marshall of Doctoral Graduation Ceremony (2022)

Evgeniia Belobrovkina, **University of Missouri**, Graduate Student Travel Grant (2022)

Ting-Hao Tsou, **American Academy of Advertising**, Graduate Student Travel Grant (2022)

Evgeniia Belobrovkina, **American Academy of Advertising**, Graduate Student Travel Grant (2022)

Weilu Zhang, **American Academy of Advertising**, Graduate Student Travel Grant (2022)

Evgeniia Belobrovkina, **American Academy of Advertising**, Dunn Award for Research Projects in Global Advertising (2022)

Evgeniia Belobrovkina, **Association for Education in Journalism and Mass Communication**, Graduate Student Research Eason Award in the Communicating Science, Health, Environment, and Risk Division (2021)

Weilu Zhang, **Association for Education in Journalism and Mass Communication**, Advertising Division Graduate Student Research Grant (2021)

Sisi Huh, **Journal of Advertising**, Outstanding Doctoral Student Reviewer Award (2020)

Alicia White, **American Advertising Federation** Most Promising Minority Student Award, awarded to 25 minority advertising students each year, School of Journalism, Strategic Communication, University of Missouri (2018)

Jasmine Hampton, Louis Carr Internship Foundation, St. Louis, Mo. (2018)

Vidya Balasubramanyam, Agricultural Fellowship, **Life Sciences**, University of Missouri (2017)

Nathaniel Graham, Science on Tap, **Life Sciences**, University of Missouri (2016-2017)

Francisco I. Ramirez-Perz, Best Poster Award, **Dalton Cardiovascular Research Center**, University of Missouri (2016)

Sarah Peacock, AAAS Mass Media Science & Engineering Fellowship, **Life Sciences**, University of Missouri (2016) and Outreach Educator, **Boston Museum of Science** (2018)

Roma Subramanian, Top 3 Poster Award, **School of Journalism**, University of Missouri, student competition, Missouri Public Health Association (MoALPHA), Columbia, Missouri (2012)

Minyan Wang, **Graduate School**, Grant-in-Aid, Missouri School of Journalism (2006)

Kimberlee Belcher, **American Advertising Federation** Honor Roll, awarded to 25 advertising students each year, Department of Advertising, Missouri School of Journalism (2003)

Bryan Lattimore, **American Advertising Federation** Honor Roll, awarded to 25 advertising students each year, Department of Advertising, Missouri School of Journalism (2003)

Toni Thompson, **American Advertising Federation** Vance L. Stickell Memorial Internship, awarded to 10 advertising students each year, School of Journalism & Mass Communication, University of Minnesota (2003)

Jason Reed, **American Advertising Federation** Most Promising Minority Student Award, awarded to 25 minority advertising students each year, School of Journalism & Mass Communication, University of Minnesota (2002)

**American Advertising Federation**, National Student Advertising Competition, Placed First in Regional Competition and Third in National Competition, School of Journalism and Mass Communication, University of Minnesota (2002)

Undergraduate Research Opportunities Program grants, \$5,100, **College of Liberal Arts**, University of Minnesota. (Spring 2002)

Nicole Gary, **American Advertising Federation** Most Promising Minority Student Award, awarded to 25 minority advertising students each year, School of Journalism & Mass Communication, University of Minnesota (2001)

**American Advertising Federation**, Ad Club, Most Growth Award, School of Journalism and Mass Communication, University of Minnesota (2001)

Undergraduate Scholarships, \$25,500, **University of Minnesota** and non-university institutions, School of Journalism & Mass Communication (2000-2003)

## **TEACHING**

### **A. CURRICULUM AND COURSE DEVELOPMENT**

#### ***Undergraduate***

Journalism 4952 - Taught 8-week course online – Strategic Communication Research Methods, 3 credits, enrollment: 55 (Fall 2022-Present)

Journalism 4952 – Developed and piloted new 8-week course, including course materials and instructions for teachers of record, taught online and in-person – Strategic Communication Research Methods, 3 credits, enrollment: 55 (Summer 2021)

Journalism 4952 – Developed new 16-week course, including instructor's manual and course materials, and taught Strategic Communication Research Methods, 3 credits, enrollment: 55 (Fall 2013-Fall 2020)

Journalism 4263/7263 – Developed and taught Interactive Advertising II, 3 credits, enrollment: 20 (Winter 2009, Winter 2010)

Journalism 4262/7262 (formerly J4301 and J301) – Developed and taught Interactive Advertising I, 3 credits, enrollment: 95 (Winter 2004-Fall 2013; Winter 2000, Winter 1999)

Honors credit – Managed and worked individually with about a dozen students to add one additional project to J4262/7262 for 1 honors credit (Fall 2003-Fall 2013)

Journalism 331 – Developed and taught Management of Strategic Communication, 3 credits, enrollment: 20 (Winter 2004, Fall 2003)

#### ***Graduate: 8000/7000-level***

Journalism 8006 (online) - Developed 8-week course online, 3 credits, enrollment: 10 (Spring 2021, Spring 2022)

Journalism 8000 (online) – Developed and taught Mass Media Seminar online, 3 credits, enrollment: 10 (Fall 2018)

Journalism 8000 – Developed and taught Mass Media Seminar, 3 credits, enrollment: 20 (Fall 2011-Present)

Journalism 8006 – Taught Quantitative Research Methods in Journalism, 3 credits, enrollment: 18 (Summer 2005, Fall 2004) and online (Spring 2018)

Journalism 8018 (online) – Developed and taught the online equivalent of Strategic Communication Research II, 3 credits, online course, enrollment: 10-15 (Winter 2004-Winter 2011)

Journalism 8020 (online) – Developed and taught the online equivalent of Principles and Tools in Strategic Communication, 3 credits, online course, enrollment: 10-15 (Summer 2012-Summer 2016 and Fall 2003-Fall 2010)

Journalism 8042 – Created and taught Health News and Promotion, 3 credits, enrollment: 15 (Spring 2013, Fall 2008, Winter 2007, Winter 2006).

Journalism 8042 (online) – Created, developed, and taught Health News & Promotion for the online M.A., 3 credits, enrollment: 5 (Spring 2015, Spring 2014)

Journalism 8085 (formerly J400) – Taught Problems in Journalism, 1 credit, enrollment: 20 (Winter 2005, Winter 2004)

Journalism 7262 (online) – Created and taught Interactive Advertising I for the online M.A., 3 credits, enrollment: 6 (Fall 2015, Fall 2014, Fall 2013)

Journalism 433 – Co-developed and co-taught (with Margaret Duffy) Pro-seminar in Communication: Strategic Planning, 3 credits, online course, enrollment: 10 (Summer 2004)

Journalism 375 – Developed and taught the online equivalent of Newspaper Management, 3 credits, online course, enrollment: 10 (Summer 2004)

### ***Graduate: 9000-level***

Journalism 9000 - Taught Doctoral Proseminar I, 3 credits, enrollment: 5 (Fall 2022)

Journalism 9000 – Co-taught Doctoral Proseminar I, 3 credits, enrollment: 10 (Spring 2016, Spring 2015, Spring 2009, Fall 2006)

Journalism 9006 – Developed and co-taught Doctoral Proseminar II, 3 credits, enrollment: 10 (Spring 2014, Fall 2009)

Journalism 9010 – Taught Doctoral Seminar, 3 credits, enrollment: 11 (Winter 2012)

Journalism 9087 – Taught Doctoral Research Seminar, 1 credit, enrollment: 13 (Fall 2004)

## **SERVICE**

### **A. ACADEME**

## LEADERSHIP

Editor-in-Chief, *Journal of Advertising*, 2022 Impact Factor: 6.53 (January 2020-Present)

Senior Advisory Board, *Journal of Interactive Advertising* (March 2022-Present)

Senior Advisory Board, *Psychology & Marketing* (February 2021-Present)

Distinguished Visiting Scholar, Louisiana State University (October 2020)

Incoming Editor-in-Chief, *Journal of Advertising* (August 2019-December 2019)

Associate Editor, *Journal of Advertising* (April 2018-December 2019)

Faculty Mentor, *Journal of Advertising* Doctoral Student Reviewer Training Program (Spring 2018-Present). Sisi Hu won best doctoral student reviewer training award, 2020.

Faculty Mentor, Junior Faculty Mentorship Program, American Academy of Advertising (2014-Present)

Committee Member, Research Committee, American Academy of Advertising (2005-2009, 2011-Present)

Executive Advisory Board Member, American Academy of Advertising (2011-Present)

Advisory Board, Centers for Disease Control and Prevention (2007-2020)

Special Issue Guest Editor, *Journal of Advertising*, Volume 41, Number 1 (2018)

Expert Reviewer, National Science Foundation Grant Review Panel (2018, 2021)

Committee Member, Strategic Finance Planning Committee, American Academy of Advertising (2011-2013)

Advisory Board Member, Scientific Board Symposium, Akdeniz İletişim Dergisi, International Media Studies Congress, Akdeniz University, Antalya/Turkey (2011-2012)

Past President, Executive Committee, American Academy of Advertising (elected position) (2011)

President, Executive Committee, American Academy of Advertising (elected position) (2010)

President-Elect, Executive Committee, American Academy of Advertising (elected position) (2009)

Vice President, Executive Committee, American Academy of Advertising (elected position) (2008)

Secretary, Executive Committee, American Academy of Advertising (elected position) (2007)



Editor, American Academy of Advertising Newsletter, includes 50th Anniversary Newsletter (2005-2008)

Committee Member, Industry Relations Committee, American Academy of Advertising (2003-2005)

## **EDITORIAL BOARDS AND AD HOC REVIEWS**

Editor-in-Chief, Journal of Advertising, published quarterly. Editorial board membership is by editor invitation only (January 1, 2020-December 31, 2022). JA is the premier journal devoted to the development of advertising theory and its relationship to practice. The major purpose of the *Journal* is to provide a public forum where ideas about advertising can be expressed (source: JA website).

Editorial Board Member, Journal of Current Issues & Research in Advertising, published since 1978. The journal focuses on articles addressing issues and research in the field of advertising and marketing communications. Editorial board membership is by editor invitation only (Fall 2007-Present).

Senior Advisory Board Member, Journal of Interactive Advertising, published bi-annually. Editorial board membership is by editor invitation only (Summer 2007-Present). *The Journal of Interactive Advertising (JIAD)* is a refereed online publication designed to promote our understanding of interactive advertising, marketing, and communication in a networked world.

Senior Advisory Board Member, Psychology & Marketing, published monthly. Editorial board membership is by editor invitation only (February 2021-Present). *Psychology & Marketing* publishes original research and review articles dealing with the application of psychological theories and techniques to marketing.

Editorial Board Member, Journal of Advertising Education, published bi-annually. Editorial board membership is by editor invitation only (Spring 2011-Present). JAE is devoted to research and commentary on instruction, curriculum, and leadership in advertising education. It is a publication of the Advertising Division of the Association for Education in Journalism and Mass Communication (source: JAE website).

Editorial Board Member, Journal of Applied Communication Research (Fall 2013-Present). The *Journal of Applied Communication Research* (JACR) publishes original scholarship that addresses or challenges the relation between theory and practice in understanding communication in applied contexts (source: JACR website).

Editorial Board Member, Internet Research, published quarterly. Editorial board membership is by editor invitation only (April 2011-October 2016). *Internet Research* is an international, refereed journal that aims to describe, assess, and foster understanding of the role of wide-area, multi-purpose computer networks such as the Internet (source: Internet Research website).

Editorial Board Member, International Journal of Advertising (Summer 2008-2009). The *International Journal of Advertising* (IJA) publishes original contributions on all aspects of marketing communications from the academic, practitioner and public policy perspectives (source: IJA website).

Editorial Board Member, Journal of Communication, published quarterly. Editorial board membership is by editor invitation only (2008-2009). The *Journal of Communication* concentrates on communication research, practice, policy, and theory, bringing to its readers the latest, broadest, and most important findings in the field of communication studies (source: JOC website).

Editorial Board Member, Journal of Website Promotion, Haworth Press, published bi-annually, focuses on research innovations, planning and applied research for online promotions (2002-2008). Editorial board membership is awarded to recognized experts and serves as an opportunity to provide distinguished leadership as well as give peer-reviewed research direction to the publication. In addition, journal board memberships provide opportunities for mentoring junior faculty and students. Editorial board membership is by editor invitation only.

Ad Hoc Reviewer, Journalism & Mass Communication Quarterly (Fall 2015-Present)

Ad Hoc Reviewer, Journal of Computer-Mediated Communication (2004-2010)

Ad Hoc Reviewer, Journal of Health Communication (Spring 2010-2018)

Ad Hoc Reviewer, Telematics and Informatics (Spring 2020)

Ad Hoc Reviewer, Science Communication (Spring 2018, Spring 2020)

Ad Hoc Reviewer, The Howard Journal of Communications (Spring 2017)

Ad Hoc Reviewer, Health Communication (Fall 2016)

Ad Hoc Reviewer, American Journal of Public Health (Spring 2016)

Ad Hoc Reviewer, Visual Communication Quarterly (Spring 2015)

Ad Hoc Reviewer, Communication Yearbook (Spring 2014)

Ad Hoc Reviewer, Health Communication (Spring 2013)

Ad Hoc Reviewer, Interactive Journal of Marketing (Spring 2013)

Ad Hoc Reviewer, Journal of Applied Communication Research (Summer 2012)

Ad Hoc Reviewer, Journal of Marketing Communications, special issue on word-of-mouth and social media (Summer 2012)

Ad Hoc Reviewer, Journal of Advertising special issue on green advertising (Spring 2012)

Ad Hoc Reviewer, Journal of Advertising special issue on gaming (Spring 2012)

Ad Hoc Reviewer, Behaviour & Information Technology (Fall 2011)

Ad Hoc Reviewer, Journal of Media Psychology (Spring 2010)

Ad Hoc Reviewer, American Journal of Public Health (Fall 2015)

Ad Hoc Reviewer, Journal of Consumer Affairs, special issue (2009)

Ad Hoc Reviewer, Journal of Advertising (2000-2007)

Ad Hoc Reviewer, Canadian Journal of Administrative Sciences (Fall 2007)

Ad Hoc Reviewer, Psychology and Marketing, special Issue on e-mobile and e-shopping (Fall 2007)

Ad Hoc Reviewer, Journal of Interactive Marketing (2006)

Ad Hoc Reviewer, Journal of Advertising Research (2001-2007)

Ad Hoc Reviewer, Journalism & Mass Communication Quarterly (2002-2008)

Ad Hoc Reviewer, Marketing Research (2004)

Ad Hoc Reviewer, Mass Communication & Society (2004)

Ad Hoc Reviewer, International Journal of Internet Marketing & Advertising (2003)

Ad Hoc Reviewer, Marketing Theory (2003)

Ad Hoc Reviewer, Motivation and Emotion (2003)

Ad Hoc Reviewer, Southwestern Mass Communication Journal (2001)

## **CONFERENCE**

Panelist, Pre-Conference Session of the American Academy of Advertising, "Your Successful Career," co-chair: Marla Royne Stafford (March 2021)

Meet the Editor Sessions (selected), American Academy of Advertising, Academy of Marketing Science, American Council on Consumer Interests, American Marketing Association, ANZMAC, Asia Advertising Forum, Association for Consumer Research, Italian Marketing Conference, GAMMA Global Marketing Conference, Advance Society of Marketers (January 2020-December 2022)

Panelist, Pre-Conference Session of the American Academy of Advertising, "Everything You've Always Wanted to Know About All Aspects of the Academic Publication Process, But Never Asked," co-chairs: Ron Faber and Shintaro Okazaki (Spring 2016)

Panelist, Emerging Scholars Preconference, American Academy of Advertising Conference (2013)

Chair, American Academy of Advertising National Conference (2010)

Chair, International Conference of the American Academy of Advertising (Milan, Italy, 2010)

Peer Reviewer, American Academy of Advertising, national conference (2000-Present)

Peer Reviewer, Association for Education in Journalism and Mass Communication national conference (1997-Present)

Peer Reviewer, American Academy of Advertising, international conference (2009-2016)

Session Moderator, "Session 6.1: Anti-Smoking Initiatives," American Academy of Advertising annual conference, Burlington, Vermont (Spring 2007)

Session Moderator, "Celebrity Endorsers and Using Celebrities in Advertising," Association for Education in Journalism and Mass Communication, Advertising Division, Toronto, Canada (Summer 2004)

Peer Reviewer, International Communication Association, Public Relations Division, international conference (2002)

Panel Coordinator, "Integrating New Media into a Mass Communication Program and Curriculum," Association for Education in Journalism and Mass Communication, Northeast Colloquium, New York, NY (Spring 2001)

## **PROMOTION AND TENURE EXTERNAL REVIEWER**

Bentley University

Florida International University (multiple)

Kingston University, England

Louisiana State University (multiple)

Macquarie University, Australia

Miami University, Ohio

Michigan State University (multiple)

Missouri University of Science and Technology

Nanyang Technological University (NTU), Singapore

Ohio University

Oklahoma State University (multiple)

Pepperdine University

Purdue University

Saint Joseph's University, Philadelphia, PA

Temple University

Texas Christian University

Texas Tech University (multiple)

University of Alabama (multiple)

University of Connecticut (multiple)

University of Florida (multiple)

University of Illinois, Urbana-Champaign (multiple)

University of Kentucky

University of Melbourne, Australia

University of Miami

University of Nevada, Reno, School of Community Health Sciences

University of Ohio

University of Oregon (multiple)

University of Saskatchewan, Canada

University of Tennessee - Knoxville  
University of Texas at Austin (multiple)

## **B. UNIVERSITY SYSTEM**

Committee Member/Alternate, Campus Faculty Committee on Tenure, University of Missouri (2013-2016, 2017-Present)

Chair (2022-Present) and Committee Member (2019-2022), Provost's Office, COACHE Campus Survey Committee, University of Missouri

Committee Member, Provost's Office, Governor's Award for Teaching Excellence, University of Missouri (2021, 2022)

Committee Member, External Reviewer, Department of Communication, University of Missouri (2021, 2022)

Committee Member, Internal Advisory Board, Dalton Cardiovascular Research Center, University of Missouri (2016-2019)

Committee Member, Provost's Office, William T. Kemper Excellence in Teaching Award Selection Committee, University of Missouri (2019)

Committee Member, Graduate School, Graduate Fellowship Review Panel, University of Missouri (2016, 2018, 2019)

Representative, Campus Committee on Research Responsibility, University of Missouri (2013-2014)

Panelist, Online Pedagogy Workshop, University of Missouri (Spring 2013)

Committee Member, Research Council, University of Missouri (2008-2009)

Committee Member, Office of Research Faculty Advisory Committee, University of Missouri (Winter 2007-2008)

Reviewer, Research Board Grant Review Committee, University of Missouri (April 2006)

Guest Speaker, "Pre-teens as Internet Experts, Liaisons," Informatics Department, University of Missouri (September 2004)

Committee Member, Center for Digital Studies Faculty Search (2003-2004)

Guest Speaker, "Using Multimedia and Interactive Technology in PowerPoint Presentations," Bush Foundation grant recipients, Carlson School of Management, University of Minnesota (May 2002)

Guest Speaker, "Using Technology in the Classroom," Bush Foundation grant recipients, College of Liberal Arts, University of Minnesota (March 2002)

Guest Speaker, "Balancing Professional and Personal Interests while Being an Assistant

Professor,” Grad 8101: Teaching in Higher Education course, University of Minnesota (December 2001)

Participant, Standards for Success (S4S) Review Committee, University of Minnesota (Fall 2001)

Committee Member, Health and Society Scholars Program, The Robert Wood Johnson Foundation, School of Public Health, University of Minnesota (2001)

Advisory Board Member, Institute for New Media Studies, University of Minnesota (2001-2002)

Presenter, “Content Analysis Findings of the Kansas Action for Children Report Card Evaluation,” Nursing School, University of Missouri (Fall 1999)

### **C. DEPARTMENT**

#### **Missouri School of Journalism, University of Missouri-Columbia**

Chair, Doctoral Affairs Committee (Fall 2020-Present)

Member, Promotion and Tenure Committee, elected (2013-2014, 2017-Present)

Coordinator, Undergraduate Strategic Communication Research Methods (2015-2022)

Chair, Search Committee, Public Relations Tenure Track Assistant Professorship (Fall 2021-Spring 2022)

Chair, Search Committee, Science Communication Tenure Track Assistant Professorship (Fall 2020-Spring 2021)

Chair, Search Committee, Science Communication Tenure Track Assistant Professorship (Fall 2019-Spring 2020)

Member, M.A. Admissions Committee (Fall 2017-Summer 2020)

Coordinator, Doctoral Research Area, Strategic Communication (Fall 2017-Fall 2019)

Chair, Doctoral Portfolio Committee (2018)

Member, Curriculum Committee (2004-2005, 2013-14, 2017-2018)

Member, Multicultural Committee (2014-2015)

Chair, Search Committee, Professional Practice Assistant Professorship (Spring 2013)

Member, M.A. Admissions and Online M.A. Admissions Committee (Fall 2011-Spring 2013)

Member, Media Search Committee (Spring 2010)

Member, New Media Search Committee (Spring 2010)

Member, Doctoral Admissions Committee (2007-2010 – Vice Chair, 2008-2009)

Member, Journalism Policy Committee (2007-2009)

Member, Journalism Research & Development Committee (2006-2008)

Member, Strategic Communication Faculty Search (2006-2007)

Chair, Scholarship Committee (2005-2006)

Chair, Scripps Howard “Top Ten” Scholarship Committee (2003-2004)

Member, Advertising Department Faculty Search (2003-2004)

Member, Undergraduate Scholarship Committee (2003-2004)

Member, Travel Scholarship Committee (2003-2004)

Faculty Advisor, American Advertising Federation, Ad Club (2003-2004)

### **THESES AND DISSERTATIONS**

#### **Masters Thesis / Project Committees**

## Chair

1. Devin Hurley, M.A. Thesis (expected graduation date: May 2023)
2. Kimberly Cherry, M.A. Online Thesis (expected graduation date: May 2023)
3. Lindsey Howard, M.A. Online Thesis, "Gender Role Stereotypes and Frames Used by Advertisers Between Portrayals of Women, Men, and Non-Binary Individuals in Facebook Advertising," defended Spring 2021.
4. Natalie Parra-Novosad, M.A. Online Thesis, "Social Bots versus Real Humans: The Framing of 'Trump's Wall' on Twitter," defended Spring 2020.
5. Lisa Collins, M.A. Online Thesis, "Social Media Usage News Consumption, Behaviors, and Online Civic Reasoning Among Generation Z," defended Spring 2019.
6. Michael Friesseke, M.A. Thesis, "Pro-Environmental Behaviors, Sustainable Advertising, and Persuasion Theory: A Qualitative Study on Brands as an Agent of Change through Green Demarketing," defended Fall 2018.
7. Christian Conway, M.A. Thesis, "Motivations Behind Individuals' Engagement with Urban, Community-Building Nonprofits on Facebook: A Uses and Gratifications Approach," defended Fall 2018.
8. Samara Jatala, M.A. Thesis, "A Study of the Linkage Between Music Festivals' Social Media Use and Millennial Attendance," defended Fall 2018.
9. Cassidy Herring, M.A. Thesis, "Psychological Effects of Statistics and the Role of Numeracy on Cognitive Processing of Sports Narratives," defended Fall 2018.
10. Jacqueline Olson, M.A. Thesis, "Generation Z Perceptions of Product Placement in Original Netflix Content," defended Fall 2018.
11. Madeline Jones, M.A. Thesis, "The Intersection of Political Activism and Brand Advertising," defended Fall 2018.
12. Alexander Van Hulle, M.A. Project, "A Study of Political Consultants' Views of Permanent Campaigning," defended Spring 2018.
13. Yue Tang, M.A. Project, "The Food is So Good: Why Consumers Positively Cope with Product-Harm Crisis," defended Spring 2018.
14. Yitian Gu, M.A. Thesis, "Effects of Varying Degrees of Tobacco Restrictions and Message Framing on College Students' Psychological Reactance and Attitudes Toward Tobacco-Free Campus Policies," defended Spring 2016.
15. Dana Schuermann, M.A. Thesis, "Millennial College Students and Volunteering: Their Motivations and Perceived Obstacles," defended Spring 2016.

16. Kayla Castille, Online M.A. Thesis, "Why People Share News About Vaccinations on Facebook: A Uses and Gratifications Approach," defended Spring 2016.
17. Connie McCollom, M.A. Thesis, "Conscious Branding," defended Spring 2016.
18. Nicole Flood, Online M.A. Thesis, "Health Beliefs About HIV/AIDS Among South African and American Millennials," defended Spring 2016.
19. Sifan Ouyang, M.A. Thesis, "An Examination of Ad Clutter and Task Orientation on Avoidance of Social Media Advertising: A Psychological Reactance Perspective," defended Fall 2015.
20. Taylor Soldner, M.A. Thesis, "Social Norming Through Alcohol Advertising and Binge Drinking on College Campuses," defended Fall 2015.
21. Jennifer Travers, M.A. Thesis, "Uses and Gratifications of Wearable Technology Adoption," defended Fall 2015.
22. Caroline Murray, M.A. Thesis, "Parasocial Interaction on Social Media: How Source Identification and Social Media Channel Affect Brand Trust," defended Spring 2015.
23. Courtney Ledo, M.A. Thesis, "The Psychological Effects of Star Rating Numeracy Cues and Customer Feedback on Information Processing of Electronic Word-of-Mouth," defended Fall 2014.
24. Katie Reichenbach, M.A. Thesis, "Using Content Analysis to Examine the Relationship Between Commercial and Nonprofit Organizations' Motives and Consumer Engagement on Facebook," defended Fall 2014.
25. Michael Dellaquila, M.A. Thesis, "The Influence of Statistical and Narrative Evidence on Consumer Search for Additional Product Information," defended Spring 2014.
26. Wei Peng, M.A. Thesis, "Body Objectification in Advertising: Effects of Visual Sexual Objectification on Body Image Dissatisfaction and Advertising Effectiveness," defended Fall 2012.
27. Fei Qiao, M.A. Thesis, "Advertising on Facebook Fan Pages: The Influence of Self-Referencing Appeals and Ad Types on Consumers' Attitudes and Purchase Intentions," defended Fall 2012.
28. Nathan Pepper, Online M.A. Thesis, "Source Credibility and the Persuasiveness of Public Safety Alerts Communicated Via Social Media," defended Spring 2012.
29. Hannah Jones, M.A. Thesis, "Why Do People Post Online? An Analysis of the Online Review Posting (ORP) Scale as an Extension to the Web Motivation Inventory (WMI)," defended Spring 2013.
30. Tiffany Jackson, Online M.A. Thesis, "The Influence of Traditional Word-of-Mouth, Electronic Word-of-Mouth, and Tie Strength on Purchase Decisions," defended Fall 2011.



31. Patrick Howe, Online M.A. Thesis, "Of Ads and Apps: The Influence of Advertising on User Attitudes toward Tablet Newspapers," defended Spring 2011.
32. Lexy Smith, M.A. Thesis, "The Power of Online Product Reviews: How Platform and Product Involvement Effect the Credibility of eProduct Reviews," defended Spring 2011.
33. Jayne Bringer, M.A. Thesis, "Online Media Attribution of Pipeline Infrastructure Failure, Sourcing and the Public Health Model: A Content Analysis of News Stories on Water and Wastewater Pipeline Failures," defended Spring 2011.
34. Kristen Franz, Online M.A. Thesis, "Antecedents of Website Credibility: A Qualitative Analysis," defended Spring 2010.
35. Kirsten Shields, Online M.A. Thesis, "A Study of Public Opinion Relative to News Media Coverage of Community Organizations," defended Fall 2010.
36. Brandi Herrman-Rose, M.A. Thesis, "Sociocultural Tailoring in Breast Cancer Websites: A Content Analysis," defended Fall 2008.
37. William Swanger, Online M.A. Thesis, "Reconsidering Fund-Raising Encroachment of Public Relations in Light of Relationship Management Theory," defended Fall 2008.
38. Kara Krisanic, M.A. Thesis, "Motivations and Impression Management: Predictors of Social Networking Site Use and User Behavior," defended Fall 2008.
39. Brandon Butcher, M.A. Project, "From the Stadium to the Screen: Exploring the Current State of Sponsorships on Sports Team Websites," defended Fall 2008.
40. Ye Wang, M.A. Thesis, "Cultural Values, Emotions and Information: A Comparison of Web Pages from Two Culturally Different Countries," defended Spring 2008.
41. Kate Renick, M.A. Thesis, "A Typology of Online Sponsorships," defended Spring 2008.
42. Jordan Deatherage, M.A. Project, "Adopters and Agnostics: Using the Diffusion of Innovations to Study the Replacement of Traditional Media Outlets with Viral Marketing in Advertising Agencies," defended Fall 2007.
43. Kim Trokey, M.A. Project, "The Value of Account Planning," defended Spring 2007.
44. Natalie Fieleke, M.A. Thesis, "Cultural Framing of Diabetes from a Public Health Perspective: A Comparative Content Analysis," defended Spring 2007.
45. Yun Jin, M.A. Thesis, "Pre-purchase Search vs. Web Surfing: Effects of Internet Motives and Ad Relevance on Psychological Processing of Online Ads," defended Fall 2006.
46. Kimberlee Belcher, M.A. Thesis, "Interactivity and Personalization in Product Presentation on E-Commerce Websites," defended Fall 2005.
47. Blaire Lieble, M.A. Project, "Improving Internal Relations: An Examination of Strategic Communication Plans for Internal Audiences at Higher Education Institutions," defended

Spring 2005.

48. Sarah Farebrother, Online M.A. Thesis, "Interactivity and Vividness in U.S. Newspapers' Online Classified Ads," defended Spring 2005.
49. Raegan Johnson, M.A. Thesis, "The Rise and Fall of Fad Diets: How the News Media Frame and Represent the Atkins Diet, 1972-2005," defended Spring 2005.
50. Erin Sirianni, M.A. Thesis, "Mercury Matters: A Public Health Perspective on Newspapers' Coverage of Mercury," defended Spring 2005.
51. Betsy Neibergall, M.A. Thesis, Interactive Public Relations, School of Journalism & Mass Communication, University of Minnesota-Twin Cities Campus, defended Spring 2003.
52. Jensen Moore, M.A. Thesis, Internet Advertising, School of Journalism & Mass Communication, University of Minnesota-Twin Cities Campus, defended Spring 2003.

### **Committee Member**

53. Chris Kirschner, M.A. Online Thesis (expected graduation date: May 2024)
54. Becky Zani, Online M.A. Thesis, "The Factors Behind the Fake News Phenomenon: Why Do Some People Distrust News Media?" defended Fall 2021.
55. Katherine Okker-Edging, M.A. Thesis, "It's a Big Family in the Comments": Young Adult Use of TikTok to Address Mental Health," defended Spring 2021.
56. Kristyna Kresic, M.A. Thesis, "Source Credibility and Influencers: A Qualitative Study of the YouTube Beauty Community," defended Spring 2020.
57. Margaret Seymour, M.A. Thesis, "Applying the Theory of Planned Behavior to the Development and Implementation of the Shared Values Initiative," defended Fall 2020.
58. Madison Axford, M.A. Thesis, "If He Loves Me, Why Doesn't He Post Me More? An Examination of the Perceptions Men and Women Have of Instagram's Influence on Romantic Relationships," defended Fall 2020.
59. Megan Schumacher, M.A. Thesis, "Hillary Clinton's Political Campaign Communication in the Interactive Facebook World," defended Fall 2017.
60. Sarah Rosselet, M.A. Thesis, "Testing the Role of Corporate Social Responsibility and Crisis Response Messaging in Corporate Reputational Recovery," (expected graduation date: Fall 2017)
61. Kim Cherry, Online M.A. Thesis, "How Top-Ranked Employers Communicate with Employees: The Role of Employee Communications in Companies that Have Earned Fortune Magazine's Best Employer Honors" (expected graduation date: TBD)
62. Ashton Day, M.A. Thesis, "Understanding Patterns and Motivations of Women Using Facebook for Birth Control Information," defended Fall 2019.

63. Austin Munhofen, Online M.A. Thesis, "Textual Analysis of Online Magazine Framing of Screen Time Use in Young Children, defended Spring 2019.
64. Amanda Narverud, M.A. Thesis, "Crisis Communication: Corporate Social Responsibility in Organizational Renewal Theory," defended Spring 2016.
65. Melissa Willett, Online M.A. Thesis, "Employee Retirement Plans: Increasing Participation and Contribution Levels in Voluntary Retirement Plans via Message Framing and Self-Efficacy," defended Spring 2016.
66. Meredith Mann, MA Thesis, "Student Perceptions of the Relationship Between Perceptions of Internal Strategic Communication and Satisfaction: A Survey of One Midwestern University," defended Fall 2016.
67. Chelsie Veasman, M.A. Thesis, "The Effects of Expected and Unexpected Experiential Marketing Promotions on Brand Image and Brand Loyalty," defended Fall 2015.
68. Amy Roberts, Online M.A. Thesis, "What's New? A Different Way to Describe Innovators," defended Spring 2015.
69. Vincent Tacchi, M.A. Project, *Publicita all Italiana: Understanding Campanilismo and Determining Influences on Italian Advertising*, defended Fall 2014.
70. Erica Jorgensen, Online M.A. Thesis, "A Content Analysis of Reproductive Health Articles in Jezebel.com and Glamour.com," defended Fall 2013.
71. Laurie Hogan, Online M.A. Thesis, "Public Schools in Crisis: A Content Analysis of News Framing Since No Child Left Behind Introduction," defended Spring 2013.
72. Seoyeon Kim, M.A. Thesis, "Effectiveness of Health Messages Based on the Transtheoretical Model from a Public Campaign Perspective," defended Spring 2013.
73. Renee Rothstein, Online M.A. Thesis, "Bridging the Visual-Verbal Divide in College Mass Communications Programs," defended Fall 2013.
74. Sarah Alban, M.A. Thesis, "Finding a Cure for Cancer (Metaphors): How Metaphors Vary in Four Newspapers of Varying Audience Literacy," defended Spring 2013.
75. Nathan Allen, M.A. Thesis, "Media Coverage of the Adoption of Electronic Health Records: A Content Analysis of Local and National Print Newspapers and News Releases," defended Spring 2012.
76. William J. Sundstrom, Online M.A. Thesis, "Public Relations Among Christian, Multi-national, Non-profit Organizations in Europe," defended Spring 2012.
77. Andrew Kim, M.A. Thesis, "Potential Benefits of Social Media in a Weapons of Mass Destruction (WMD) Event," defended Fall 2011.
78. Yue Sun, M.A. Thesis, "Multimedia Effects and Its Impact on Consumer Responses Toward Online Promotion: An Empirical Study of 'Medical Tourism' Promotion," defended Fall 2011.

79. Caitlin Johnson, M.A. Project, "Online Brand Communities and Consumer Brand Perceptions," defended Fall 2010.
80. Rachael Keck, M.A. Project, "Sponsorship Disclosure: How Disclosure of eWOM Practices on Blogs Affect Reader Perceptions," defended August 2010.
81. Kirstin McCudden, Online M.A. Thesis, "Technology in the Online Newsroom: The Use of Collaborative Tools in Virtual Team Management," defended Spring 2010.
82. Kristen Duncan, Online M.A. Thesis, "Wingman, Warrior, Airman: Branding the U.S. Air Force," defended Spring 2010.
83. Nate Birt, M.A. Thesis, "The Effect of Avatars on Perceived Credibility of Comments Posted to Online News Stories," defended Summer 2009.
84. Emily Gresham, Online M.A. Thesis, "Can Public Relations Professionals Help Span the Boundaries Between Scientists and Journalists and Does this Function Help Increase Accuracy of News Articles about Public Health?" defended Fall 2008.
85. Kari Stephansen, M.A. Thesis, "Diffusion of Viral Marketing into the World of Public Relations," defended Spring 2008.
86. Kara Krisanic, M.A. Thesis, "Predictors of Social Networking Site Use: Motivations and Impression Management," defended Spring 2008.
87. Catie Hague, Online M.A. Thesis, "The Route to Persuasion: Gaining/ Maintaining Local Support for the Hometown Air Force Mission," defended Spring 2008.
88. Hans Meyer, M.A. Thesis, "Net Gains: Citizen Journalists Demonstrate High Media Use, Need for News," defended Fall 2006.
89. Kjerstin Thorson, M.A. Thesis, "Blogging for Participants: Framing the Candidate Blog for Mobilization," defended Fall 2006.
90. Santosh Vijaykumar, M.A. Thesis, "What's the Quality of Breast Cancer Information You Read Online? A Comparative Analysis of Breast Cancer Information Quality in Commercial Websites vs. Nonprofit Websites," defended Fall 2005.
91. Yoon Cho, M.A. Thesis, "The Effect of Negative Publicity on Consumers' Brand Evaluation: The Moderating Role of Corporate Advertising," defended Spring 2005.
92. Vandana Agrawal, M.A. Thesis, "Wearing Pink-Colored Lenses: A Gatekeeping Study of Breast Cancer in Television News," defended Spring 2004.
93. Ning Nan, M.A. Thesis, "Web Users' Optimal Experience through Web Navigation," School of Journalism & Mass Communication, University of Minnesota-Twin Cities Campus, defended Spring 2002.

#### **Doctoral Dissertation Committees**

## **Chair**

94. Justin Willett, Dissertation, Health Communication (expected graduation date: May 2025)
95. Evgeniia Belobrovkina, Dissertation, Health Communication and Photovoice (expected graduation date: May 2024)
96. Ting-Hao Tsou, Dissertation, Virtual Reality and Advertising (expected graduation date: December 2023)
97. Weilu Zhang, Dissertation, "Human vs. Machine as Message Source in Advertising: Examining the Persuasiveness of Brand Influencer Type and the Mediating Role of Source Credibility for Advertising Effectiveness in Social Media Advertising," defended April 2022. Dissertation received "Outstanding Dissertation Award" in Journalism and was nominated for Distinguished Dissertation Award in the Graduate School, MU.
98. Robert Jones, Dissertation, "A Survey of Brand Co-Creation and Online Brand Community Engagement with U.S. Consumers," defended July 2020.
99. Manu Bhandari, Dissertation, "Countering the Detrimental Influence of Negative Electronic Word of Mouth on Brands: Effects of Brand Feedback, Stability, and Controllability of the Cause of the Problem on Brand Attitudes and Purchase Intentions," defended May 2015.
100. Ye Wang, Ph.D. Dissertation, "Promoting Cause Sponsorship on Corporate Web Sites: Perceived Control of Navigation, Natural Fit, and Created Fit," defended August 2011.
101. Erin Willis, Ph.D. Dissertation, "Engaging in Online Health Communities: Expressed Attitudes and Self-Efficacy of Arthritis Self-Management Behaviors," defended April 2011.
102. Petya Eckler, Ph.D. Dissertation, "Electronic Word of Mouth in a Smoking Cessation Context: Attitudinal and Behavioral Effects of Valence, Extremity and Appeal of Consumer Product Reviews," defended August 2010.

## **Committee Member**

103. Go-Eun Kim, Communication Department, University of Missouri, Communication and Persuasion (expected graduate date: May 2021)
104. Yuanyi Chen, Information Processing and Technology (expected graduation date: May 2022)
105. Sisi Hu, "Testing Narrative Integration and Persuasion Focus in Prosocial Health Communication: An Extended Model of Organ Donation," defended April 2022.
106. Erika Schneider, "From Saving Face to Saving Lives: Prioritizing the Public in Public Relations," defended Spring 2021.
107. Di (Judy) Zhu, "Motivated Processing of Online News Comments: How Incivility and

- Belief Congruence Affect Comment Readers' Cognitive and Emotional Responses," defended December 2019.
108. Kellie Stanfield, Dissertation, "Putting Theory to Practice: A Quasi-Experimental Test of a New Model for Experiential Teaching and a Case Study in Broadcast Journalism Education," defended June 2017.
  109. Dani Meyers, Dissertation, "Health Communication the Blogosphere: Rethinking Source and Message Strategies for 'Hot Cognition' Publics," defended June 2017.
  110. Kyung Jung (Kasey) Han, Dissertation, "Strategies for Tailored Messages: Interplay of Value of Life and Freedom Threat on Psychological Reactance and Healthy Behavior Promotion," defended August 2015.
  111. Eunjin (Anna) Kim, Dissertation, "The Why and How of Narrative Advertising: An Integrated Process Framework," defended May 2015. Won American Academy of Advertising dissertation award.
  112. Heather Shoenberger, Dissertation, "Risky Business: Using Heuristic-Systematic Processing Theory to Understand Consumer Data Privacy Concerns in an Online Behavioral Advertising Context," defended May 2015. Won American Academy of Advertising dissertation award.
  113. Erin Schauster, Dissertation, "Enabled and Constrained: The Structuration of Advertising Ethics," defended Summer 2013.
  114. Joonghwa Lee, Ph.D. Dissertation, "Conjoint Analysis for Effective Use of Online Video Advertising on Video Sharing Websites," defended Summer 2012.
  115. Maria Garcia, Ph.D. Dissertation, "A Tale of Two Multinationals: The BP and Greenpeace 'Go Green' Conflict in an Era of Green Crisis," defended April 2011.
  116. Chang Dae Ham, Ph.D. Dissertation, "Dual Processes in Persuasion Inference: Responses to User-Generated Advertising," defended January 2011. Won American Academy of Advertising dissertation award.
  117. Kyle Heim, Ph.D. Dissertation, "A Web of Influence: Blogs, Newspapers, and Intermedia Agenda Setting in the 2008 Democratic Presidential Primaries," defended April 2010.
  118. Adam Horn, Ph.D. Dissertation, "Pertinacious Image: Investigating a Speculative Dimension of Image Management in Sports Public Relations," defended February 2010.
  119. Jeremy Littau, Ph.D. Dissertation, "The Virtual Social Capital of Online Communities: Media Use and Motivations as Predictors of Online and Offline Engagement via Six Measures of Community Strength," defended July 2009.
  120. Crystal Lumpkins, Ph.D. Dissertation, "Information Processing of Religious Symbols in Breast Cancer Advertisements among African American Women," defended August 2007.
  121. I-Huei Cheng, Ph.D. Dissertation, "Information Processing and Family Communication: A

Survey of Adolescents and Parents on Knowledge, Attitudes, and Behaviors about Smoking,” defended February 2005.

#### **D. PROFESSIONAL COMMUNITY**

##### **ADVISORY COMMITTEES AND JUDGING**

Member, CDC/OSH Media Network, membership is by invitation only (2010-2019)

Distinguished Advisor of the Master View column, *China Advertising* magazine (2013-2015)

Judge, Magnum Opus Awards for custom publication, Publications Management (2004-2011)

Judge, HCD Research Super Bowl XLII Ad Testing Study (Winter 2008)

Judge, City and Regional Magazine Association’s annual award contest (2007-2008)

Judge, National Newspaper Association, Better Newspaper Contest for Best Non-Daily Newspaper Website (Summer 2005)

Committee Member, American Advertising Federation Academic Committee. The committee’s mission is to advance the interests of students in the study of advertising, promote careers in advertising and serve as a liaison between professors, students, and advertising professionals. Only 28 academics across the country are invited to serve. The committee meets three times annually for this three-year appointment. (2002-2004)

##### **WORKSHOPS AND PRESENTATIONS**

Invited Speaker, Kemper Lecture Series, Enrichment Committee Chair for Unions Programming within the Campus Activities Programming Board (CAPB), University of Missouri. (Fall 2018)

Invited Speaker, Graduate Studies Office, University of Missouri, teaching workshop for about 150-200 graduate teaching assistants. (Fall 2018)

Invited Speaker, University of Colorado-Boulder, “Macro Trends in Advertising and Public Relations That Everyone Ought to Know.” (Fall 2017)

Contributor, presentation made to Campus Tobacco Policy Task Force, University of Missouri by Peers Against Secondhand Smoke (PASS). (Fall 2011)

Co-Presenter, presentation made to Missouri high school students, University of Missouri campus, “You, Media, and Tobacco.” (Spring 2011)

Panelist/Guest Speaker, “Building Winning Brand Strategies Using Interactive Platforms,” Missouri Association of Publishers annual conference, Columbia, Mo. (April 2010)

Guest speaker, “Strategic Communication and Tobacco Control Efforts,” Partners in Prevention meeting, Columbia, Mo. (August 2009)

Presenter, created and led workshops conducted on "Tobacco and the Media" to increase knowledge and enhance skills in media relations for community volunteers in Missouri high schools (Summer 2007, 2008) and various Missouri communities (Fall 2008, Spring 2009)

Guest speaker, "Using Strategic Communication to Achieve Your Goals," Meeting of the Minds Conference, Kansas City, Mo. (March 2007)

Contributor, presentation made to campus leadership regarding Campus-Community Alliances for Smoke-Free Environments (CASE). (Fall 2006)

Invited Guest speaker, "The Internet and Your Organization," The Public Relations Society of America, Mid-Missouri Conference, Columbia, Mo. (November 2004)

Presenter, presentation made to train Missouri spokespeople, "Smoke-Free Air for Everyone" (SAFE). (Spring 2004)

Presenter, workshop on tobacco and media conducted for the Boone County Coalition for Tobacco Concerns. (Spring 2004)

Invited Guest speaker, "Old Media, New Media: Which Environment Works Best for Advertisers?" New Media Breakfast Series, Institute for New Media Studies, School of Journalism and Mass Communication, University of Minnesota. (October 2001)

Invited Panel member, "Was Race a Factor?" panel presented by the Minnesota News Council to examine the news coverage of former basketball coach Clem Haskins and (then) Minnesota Vikings football coach Dennis Green. (August 2001)

Invited Panel moderator, "Communications in the Internet Era," workshop presented by the Minnesota Journalism Center for the Council of Public Relations Firms. (May 2001)

Invited Guest speaker, "The Representation of Differing Genders, Ages and Ethnicities in the News Stories of the Los Angeles Times," Ford Foundation Board of Directors, St. Louis, Mo. (Winter 1998)

Invited Guest speaker, "Visual Representations of Individuals' Gender, Age, Ethnicity and Occupation in the Los Angeles Times," Photo Executives of the Los Angeles Times, Los Angeles, Calif. (Fall 1998)

#### **E. MEDIA APPEARANCES / MEDIA INTERVIEWS / NEWS RELEASES**

"Shelly Rodgers and the power of communication: The Missouri School of Journalism professor find the human stories in advertising," new release, available at this link:

<https://journalism.missouri.edu/2022/01/shelly-rodgers-and-the-power-of-communication-the-missouri-school-of-journalism-professor-finding-the-human-stories-in-advertising/>

"Missouri Journalism School Professor Shelly Rodgers Receives Two Prestigious Awards for Excellence in Research and Teaching," new release, available at this link:

<https://journalism.missouri.edu/2021/04/missouri-journalism-school-professor-shelly-rodgers-receives-two-prestigious-awards-for-excellence-in-research-and-teaching/>



“Missouri School of Journalism Professor Shelly Rodgers Receives UM System President’s Award for Sustained Career Excellence,” news release, available at this link: <https://journalism.missouri.edu/2020/07/missouri-school-of-journalism-professor-shelly-rodgers-receives-um-system-presidents-award-for-sustained-career-excellence/>

“Winners of the 2020 UM System President’s Award Announced,” news release, available at this link: <https://www.umsystem.edu/stories/winners-2020-um-system-presidents-awards-announced>

“Shelly Rodgers receives 2020 Sandage Award for Teaching Excellence from American Academy of Advertising - Missouri School of Journalism,” (April 2020), news release, available at this link: <https://journalism.missouri.edu/2020/04/shelly-rodgers-receives-2020-sandage-award-for-teaching-excellence-from-american-academy-of-advertising/>

Nelson, Jennifer (December 17, 2019), “Missouri Journalism Team Helps Public Health Agencies Tell Stories about Opioids, Abuse of the Drugs,” news release available at this link: <https://journalism.missouri.edu/2019/12/missouri-journalism-team-helps-public-health-agencies-tell-stories-about-opioids-abuse-of-the-drugs/>.

Norton, Hanna (April 17, 2019), email and phone interview about SEC Faculty Achievement Award, to be run in the Maneater.

“Journalism Professor Named Editor-in-Chief of the Journal of Advertising,” (April 16, 2019), news release, Missouri School of Journalism, available at this link: <https://journalism.missouri.edu/2019/04/journalism-professor-named-editor-in-chief-of-the-journal-of-advertising/>

Manas, Sam A. (March 28, 2019), “MU Strategic Communications Professor Wins SEC Award,” Columbia Missourian, available at this link: [https://www.columbiamissourian.com/news/higher\\_education/mu-strategic-communications-professor-wins-sec-award/article\\_5bac035c-519d-11e9-a390-a7f151a80186.html](https://www.columbiamissourian.com/news/higher_education/mu-strategic-communications-professor-wins-sec-award/article_5bac035c-519d-11e9-a390-a7f151a80186.html)

SEC Website, “SEC Selects 2019 Faculty Achievement Award Recipients,” (March 27, 2019), available at this link: <http://www.secsports.com/article/26372932/sec-selects-2019-faculty-achievement-award-recipients>

Columbia Daily Tribune, “Journalism Professors Wins SEC Award,” (March 27, 2019), available at this link: <https://www.columbiatribune.com/news/20190327/journalism-professor-wins-sec-award>; see also Facebook post: <https://www.facebook.com/ColumbiaDailyTribune/posts/10155661131466324>

KOMU 8, “Fallout from Facebook Data Breach to Continue for Years, Local Experts Say,” by Eva Cheng, (April 15, 2018), available at this link: <http://www.komu.com/mobile/story.cfm?id=93997-fallout-from-facebook-data-breach-to-continue-for-years-local-experts-say&video>

KOMU-TV, Interviewed by Eva Cheng for story about Facebook’s use of data collection and ad targeting practices (April 13, 2018).

MU News Bureau, “MU Science Communication Training Prepares STEM Students for Employment,” (April 11, 2018), available at this link:

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